

## MEDIA RELEASE

### Beau Waters appointed as Group Sales Director for Seven West Media (WA)

Seven West Media (WA) today announced the appointment of Beau Waters as Group Sales Director (WA), joining the WA executive team and reporting to John Driscoll CEO of SWM (WA).

Beau joins SWM with extensive leadership, cultural change, negotiation and commercial decision making experience gained across the financial, sporting and property sectors.

As an AFL footballer, Beau's leadership skills were recognized, being appointed as the Vice-Captain of the West Coast Eagles at the age of 23. On leaving the West Coast Eagles he joined Wesfarmers as a financial analyst working within mergers and acquisitions prior to taking up his current role with Space Realty.

On commencement with SWM, Beau will lead the combined sales teams of all SWM media assets in Western Australia including Channel Seven Perth, The West Australian, The Sunday Times, thewest.com and perthnow, 20 regional mastheads and Redwave Radio which includes nine regional stations.

The role in Western Australia will dovetail with Kurt Burnette, SWM Chief Revenue Officer, who has group responsibility for all TV sales and national media negotiations.

"Our ability to manage the needs of our clients with one single point of contact across all SWM media assets is something we have been endeavoring to do for some time," said John Driscoll, chief executive of SWM (WA).

"Beau's financial background and analytical mind, coupled with his clear change management and team building abilities provides the perfect combination for success in this role."

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Contact: John Driscoll – 9482 3102