



**Seven West Media Limited appoints David Boorman as Chief Financial Officer.**

30 April 2013 -- Seven West Media Limited today announced the appointment of David Boorman as Chief Financial Officer. Mr Boorman will report to Managing Director and Chief Executive Officer, Don Voelte. He will commence on 3 June 2013.

Commenting Mr Voelte said: "David will be a key member of our senior executive team. He joins our company at an exciting time as we actively create the framework for our company's future in a changing and developing digital landscape. He has strong credentials in strategy, stakeholder and performance management and we are looking forward to him working with us."

Mr Boorman joins Seven West Media from Vodafone Hutchison Australia where he has been Chief Financial Officer of that company for the past four years. He has played key roles with Vodafone in Australia over the past nine years as that company's Chief Financial Officer and Strategy Director, in particular the company's merger with 3 to create Vodafone Hutchison Australia.

Mr Boorman joined Vodafone Australia in 2005, following his role as Chief Financial Officer of Vodafone Ireland. Mr Boorman has a Bachelor of Arts (Hons) Business Studies from the University of Sheffield, England and is a Chartered Management Accountant.