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COMPANY ANNOUNCEMENT

22 December 2011

## Appointment of George Papadopoulos as Technology Director

JB Hi-Fi is pleased to announce the promotion of George Papadopoulos to the JB Hi-Fi executive team and his appointment to the newly created role of Technology Director. George will report directly to CEO Terry Smart.

George joined JB Hi-Fi in 2010 as General Manager - Digital & Media and has been working on JB's digital and online strategies. The recent launch of JB's music subscription streaming service, JB HI-FI NOW, is an example of the product innovation George is driving.

George has over 15 years' experience in the media industry and, prior to joining JB Hi-Fi, held various senior positions including the role of CEO WIN Corporation. He has also held advisory and consultancy roles for media, IPTV and digital strategy and most recently worked on several IPTV projects in the United States.

Terry Smart said, "George is a great addition to our executive team and shows the investment we continue to make in providing innovative solutions for our customers. JB HI-FI NOW is an example of how we can capture new markets with evolving technology and with George's skills and experience we can maximise these opportunities."

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Media & Investors:  
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Chief Executive Officer  
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