



MEDIA RELEASE

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MUSIC VETERAN GOES MOBILE

Mercury Mobility, one of the leading providers of mobile personalisation, entertainment and technology in the country, today announced the appointment of Paul Paoliello as Head of Content and Marketing.

Based in Brisbane, Paoliello will primarily be responsible for working closely with carriers and key content stakeholders to broaden and improve Mercury's offering.

Paoliello has more than 15 years experience in the music industry.

Prior to joining Mercury, Paoliello was the Managing Director of Zomba Records in Australia and more recently the founder of BIG Records. Paoliello sold the label to Rajon/Destra Corp at the end of 2005 and was then employed to head up their new audio division combining BIG and Rajon content.

More recently Paoliello has been Managing Warner Music artist, ALFIO and has secured an international release for his Top 20 selling album "Tranquillita". ALFIO's album will be available in 75 territories including Japan, China, Scandinavia, Mexico, Brazil and South Africa – via the ToCo International music group and its affiliates.

Paoliello has also been consulting for various companies including Singapore based SWAT Enterprises, Melbourne dance label Vinyl Pusher, Hutchison 3's Big Brother compilation with Universal Music, Jimmy Z's 4PLAY brand and Mercury Mobility.

Paoliello says about the new position: "The Mobile Entertainment space is enjoying exponential growth and I am looking forward to expanding my knowledge and skills in this industry. I am excited to be working with the dynamic young team at Mercury Mobility, as the company grows into a global player. It feels much like the Jive/Zomba culture, as it was entering its heyday at the end of the 90's."

Commenting on the new appointment, Ben Grootemaat, Managing Director of Mercury Mobility Limited, said "we're delighted to have Paul on board as he brings with him a wealth of experience, and in particular strong relationships within the music industry. We've no doubt Paul will be a valuable asset not only to our management team but the whole company, as he will play an active role in Mercury's global expansion."

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