

ASX/MEDIA RELEASE

13 APRIL 2005

Creatable Media commences US expansion

- **commences roll-out of tabletops in Westfield and other US shopping centres**
- **in discussions with other major shopping centre landlords**
- **secures largest ever advertising contract**

Date: 13 April, 2005 - Creatable Media (ASX:CLB), the leading tabletop advertising company, has commenced its expansion strategy into the US and will begin the roll-out of its advertising tables in 47 Westfield shopping centres from May.

Creatable Media will also roll out its tables in Santa Monica Place, California and the Lakewood Mall property in Los Angeles. The company is also in discussions with other major shopping centre landlords to install its tabletops.

Craig Lazarus, Creatable Media America Chief Executive, said the agreements with Westfield and others had been secured on a favourable, variable cost basis for both parties.

“These contracts provide Creatable Media increased capacity and the ability to support large scale campaigns from the biggest advertisers in this market.”

As part of its US push, the company has commenced pre-selling its tabletops and has already secured its largest ever contact – a \$200,000 deal for a major movie studio to advertise on Creatable Media’s tables.

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Enquiries

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