



For Immediate Release

Pioneering location-based service eHound appoints Andrew Smith as Chairman

Sydney, 3 July 2006: eHound, the Australian wireless location software company today announced the appointment of Andrew Smith as Chairman of the Board.

Andrew Smith is a digital industry pioneer, with a successful track record in commercialising emerging technologies, having headed up Pacific Access' New Media Group and more recently as CEO of ASP software company LAWLEX.

eHound has developed a unique platform which allows multi-site retailers and brands to deliver location information to consumers over multiple channels, and particularly wireless devices. eHound managing director, Ashley Porter, says, "This is an exciting time for eHound as we have steadily acquired new customers. Andrew was invited to join because of his considerable business experience in the digital arena, and we look forward to benefiting from his extensive business network and commercial nous."

"I am pleased to join such a dynamic company as eHound and help it fulfil its potential in the wireless space. The company has a compelling offer and stands ready to ride the growth curve in terms of location based services," said Mr Smith. "There is a natural fit with eHound, and I am excited to join a talented team."

Andrew Smith has a diverse background in building Internet businesses. He held a number of online and Internet based executive roles with Telstra, locally and internationally before heading up the Pacific Access (now Sensis) New Media Group. In that role he led three of Australia's ten largest web sites. After leaving Telstra he became MD of Anstat Property Group and transformed what was a small certificate publisher into the market's leading ASP information broker. He followed that role with appointment as CEO of LAWLEX, a legislative tracking business which has become Australia's leading risk and compliance ASP and which has recently been part of the trade sale of the Anstat Group to SAI Global. Andrew is a Director of AlbumPrinter Australia, a Marketing Graduate of Monash University and is married with 2 children.

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**About eHound**

eHound is an Australian software company specialising in digital customer contact. The eHound platform allows multi-site retailers and brands to deliver location-specific information to their customers over multiple channels, and particularly wireless devices.

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