New appointments to boost SMB market focus at Melbourne IT

Leading global domain name and online services provider Melbourne IT is leveraging its expertise in the small and medium business (SMB) market in Australia and New Zealand to drive growth in its Reseller, and Business & Consumer (B&C) divisions worldwide.

"Melbourne IT has evolved its business significantly in the past five years to a point where we have the capabilities to take a more strategic approach to accessing key target markets, whether it be SMBs or Top 1,000 global companies," said Mr Theo Hnarakis, Melbourne IT CEO and Managing Director.

"Small and medium businesses have emerged as a significant sub-set of the global economy and as they continue to transition to the online world we are ready to leverage our expertise and scale to drive further growth in this segment for our company and our resellers."

Two recent executive appointments are central to the Company's strategy of maximising its penetration of global SMB markets.

Bernard Blake promoted to Group General Manager, SMB Markets
Formerly General Manager Business & Consumer (B&C) at Melbourne IT, Bernard Blake has been promoted to the newly-created executive position of Group General Manager, SMB Markets. Mr Blake will leverage his experience in helping SMB's make sense of the internet. His focus will be on developing strategies that will allow Melbourne IT to gain greater access to SMB markets worldwide.

Mr Blake is an experienced IT manager and has a strong track record with the Company having joined Melbourne IT in 1998. Since then, he has held a number of senior roles from operational management through to product development. Until 2005, Mr Blake was General Manager of Domainz Limited, responsible for managing the integration of Domainz with Melbourne IT following the acquisition of the former .NZ registry in 2003. In late 2005, Mr Blake was appointed General Manager, International Development with responsibility for the development of special projects in overseas markets while maintaining an oversight role for New Zealand operations. In 2006, he became General Manager – Business & Consumer.

Prior to joining Melbourne IT, Mr Blake worked in copywriting and product marketing positions with George Patterson Bates, Leonardi Advertising, and in several other IT and product marketing roles. Mr Blake holds a Bachelor of Arts from Melbourne University and is currently completing his Masters degree.

Damon Fieldgate promoted to Executive General Manager, Business & Consumer
Damon Fieldgate, former WebCentral General Manager B&C and Domainz, has been promoted to the role of Executive General Manager – Business and Consumer with responsibility for the Company's Business & Consumer operations under the Melbourne IT, WebCentral, Domainz, and Register Free brands.

Mr Fieldgate joined Melbourne IT in 2006 as General Manager – Business & Consumer for WebCentral and Domainz, soon after Melbourne IT's acquisition of WebCentral Group. He began his career in IT services in 1998 with the inception of carsales.com.au, where he played a significant part in developing the carsales.com.au business during the early days of the commercial internet in his role as National Sales Manager. Prior to entering the IT services field, he worked in retail banking for eight years, culminating in a role as Retail Bank Manager for a leading Australian bank. Damon is currently completing his Masters of Business Administration.

Andrew Scott appointed as General Manager, Domainz
Andrew Scott has been appointed to the role of General Manager, Domainz, where he will be responsible for managing the sales operations, financial performance & staff within the Domainz business.

Mr Scott has a career spanning more than 10 years in senior management roles, primarily within IT related industries. His most recent role was as Director for Executive Network Ltd which involved consulting and training for Sales and Customer Service for a range of New Zealand businesses. Mr Scott holds a Bachelor of Science, with honours in Industrial Engineering and Management from the University of Hertfordshire.

About Melbourne IT
Melbourne IT Limited (ASX:MLB) is a world leader in the supply of domain name registration and other online solutions with a strong commitment to the delivery of high value internet services and web-based solutions to organisations of all sizes across the globe. Melbourne IT was listed on the Australian Stock Exchange in 1999 and has a network of offices in locations across the world.
www.melbourneit.com.au

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