



Immediate release – 11th October, 2005

2GB ANNOUNCE CITIBANK PODVERTISING SPONSORSHIP

11th October, 2005 – Sydney's leading talkback radio station, 2GB, today announced Citibank will sponsor the 2GB podcast, taking up podvertising exclusivity in the finance category. The sponsorship will commence October 11th through to December 31st, 2005.

2GB's Director of Business Development, Beth Pullicin said, "We provide our listeners choice, based on their preferences. We are a 'talk back radio network', our business is all about our audience's feedback, we listen and ask our audience what they want; whether it's new niche programming or new ways to listen to 2GB via Digital Radio, Internet Radio or Podcasts.

"The 2GB podcast subscriptions to date have been very encouraging, with hundreds of people listening on a daily basis after only six weeks. We customise radio style ads for the podcast environment, which can extend past the 30 second ad spot and this allows the advertiser, in this case Citibank, to further educate their customers about their products and services, assisting them to make informed financial decisions."

Head of Citibanking Segment & Marketing, Retail Banking Melanie Spiteri said, "Citibank is focused on using new and innovative ways to reach customers and to provide them with timely and relevant information. For example, Citibank was an early adopter of the online arena and successfully utilises many online elements to service and interact with our customers; this is a sign of the times and response to demand.

"Media has spread itself into broad reaching spaces and podcasting is one of the latest phenomena. Podcasting enables people to manage their own information agenda, by choosing what, where and when they listen; it also provides advertisers with the opportunity to tailor communication to a particular audience. It is a timely and cost effective advertising channel and will no doubt increase in popularity as users start wanting information on demand."

Audiences across Australia & globally can now listen to the latest talkback programs by subscribing to receive the downloadable segments of their choice directly from the 2GB website.

The continuously updated Podcasts can be downloaded to a personal computer or portable device such as an iPod/MP3 player.

Segments currently available include:

- 2GB Highlights and Feature Interviews
- Alan Jones Comments
- Continuous Call Team
- Victoria's Kitchen
- Chip for Brains Computer Show
- The Get Well Health Show
- 2GB Movie Reviews

Links to 2GB's Podcasting centre and directions to download their programs can be found on their website, www.2gb.com or by searching "2GB" in iTunes Podcast Directory.

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