

Digital Post Australia successfully defends injunction against use of its name

Melbourne, Australia – 4 April 2012 – Digital Post Australia, a joint venture to launch Australia's first digital postal service, today successfully defended an application for an interlocutory injunction by Australia Post seeking to prevent the company using the name 'Digital Post Australia' until trial.

Following today's verdict at the Federal Court in Melbourne, Digital Post Australia will continue to use its name as it works towards providing a free and secure online digital post box for every Australian in the second half of 2012. Digital Post Australia was launched last month as a joint venture between Computershare Limited, Salmat Limited and U.S.-based technology company Zumbox Software, Inc.

The trial of the proceeding will be finally determined by the Federal Court in Melbourne next month. In making his decision, the Federal Court judge found that on the question of whether Digital Post Australia was likely to mislead or deceive consumers in breach of the *Competition and Consumer Act (Cth)*, Australia Post had "a weak case".

"We are delighted with the outcome, which allows us to continue trading under a name that accurately reflects what we do," said David Hynes, Chairman of Digital Post Australia. "We are in an unrivalled position to deliver an innovative, ground-breaking offering to Australians in 2012, and we remain focused on the job at hand."

Digital Post Australia has already achieved significant progress, having developed a tried-and-tested solution that has been rolled out successfully in other parts of the world and adapted to the Australian market over the past 12 months. The top mailers in Australia have provided strong support, and the company has worked closely with the country's biggest aggregators to make sure consumers can be up and running with a digital post box with little fuss.

A digital post box makes physical post available securely and digitally in one central location online. The system acts as a personal assistant, notifying users when payments are due and organising documents in a single secure digital vault where they can be stored, tagged and searched. Digital Post Australia's product offering will allow individuals to collate their essential communications online through a single highly secure channel, reducing the need for multiple logins and passwords.

"Digital post is an inevitable next step in the online evolution as consumers embrace the ease and convenience of the Internet to make more of their everyday transactions," My Hynes said. "We are very proud to demonstrate real leadership in making this transformational idea a reality in Australia. Our market is ready for the significant and widespread benefits a digital post box will bring for consumers and businesses."

Digital Post Australia is on track to deliver Australia's first digital post box in the second half of 2012, Mr Hynes said.

Chris Round, partner of Middletons Lawyers, which acted for Digital Post Australia, said: "This is a great first step for Digital Post Australia in its fight with Australia Post regarding the use of the name Digital Post Australia for its new service."



For more information about Digital Post Australia go to www.digitalpost.com.au. Access Digital Post Australia's Facebook page [here](#), and Twitter feed [here](#).

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About Digital Post Australia

Digital Post Australia is the first digital postal service provider in Australia. Pioneering the evolution of postal delivery, Digital Post Australia will provide every Australian household with a digital post box. We offer a unique new way to connect service providers - who issue bills and statements including utilities, financial and government organisations - with households via the Internet. It is an easy, secure and more convenient alternative to traditional mail. Digital Post Australia is the result of a joint venture between customer communications companies Computershare and Salmat with technology provider Zumbox. More information about us is available at www.digitalpost.com.au

Computershare Limited

Computershare (ASX:CPU) is a global market leader in transfer agency and share registration, employee equity plans, proxy solicitation and stakeholder communications. We also specialise in corporate trust, mortgage, bankruptcy, class action, utility and tax voucher administration, and a range of other diversified financial and governance services.

Founded in 1978, Computershare is renowned for its expertise in high integrity data management, high volume transaction processing and reconciliations, payments and stakeholder engagement. Many of the world's leading organisations use us to streamline and maximise the value of relationships with their investors, employees, creditors and customers.

Computershare is represented in all major financial markets and has over 12,000 employees worldwide. For more information, visit www.computershare.com

Salmat Limited

Salmat (ASX: SLM) is Australia's leading marketing and communications company that delivers innovative multichannel communications solutions. For more than 30 years, Salmat has been at the cutting edge of innovation, constantly evolving to help businesses better communicate with their customers in an ever-increasing competitive environment. They are market leaders in business process outsourcing, contact centres, letterbox distribution and digital communications.

With extensive capabilities across online, mobile, voice and mail, Salmat delivers a truly integrated multichannel communication experience that drives customer acquisition, retention and growth. For more information about the Salmat Group, please visit www.salmat.com.au

Zumbox Limited

Located in Los Angeles, California, Zumbox provides the world's first platform for digital postal mail. The Zumbox Platform connects large transactional, financial and government mailers to consumer households for the delivery and archiving of essential postal mail via the Internet. Zumbox has operated its Digital Postal Mail system (www.digitalpostmail.com) in the United States since early 2010, where it partners with large mail service and technology providers including DST Output, KUBRA, Transcentra, Computershare, Crawford Technologies, Ricoh and others with reach to 118 million American homes. For every street address in a country, the Digital Postal Mail Platform offers a corresponding digital mailbox, enabling mail and other content to be delivered and stored digitally. Zumbox represents a more cost-effective, convenient and environmentally responsible way to deliver postal mail. Zumbox is a closed system of known, verified mailers and recipients, which provides bank-level security, complying with PCI, HIPAA and BITS security standards. Zumbox Software is the licensing arm of Zumbox, Inc.