



## **Media Release**

**27 January 2011  
FOR IMMEDIATE RELEASE**

### **Geoff Jones Returns to Nine Entertainment Co.**

Geoff Jones has returned to Nine Entertainment Co. in an expanded role as Managing Director, Events.

Mr Jones' areas of responsibility will comprise management of Ticketek, as well as the establishment of Nine Events Co. and the development of a number of new digital initiatives. He also assumes a position as member of the Board of Cudo.

Jones formerly served as Chief Executive Officer of Ticketek from June 2007 to March 2010, leading the business during a time of impressive growth and innovation, and firmly establishing Ticketek as the market leading partner to Australia and New Zealand's premier venues, in the live entertainment ticketing, marketing, technology and distribution areas.

The new structure and Jones' return to the business heralds a firm commitment to deeper and expanded integration with the Nine Entertainment Co. to deliver Ticketek Venues and Promoters exciting marketing initiatives and innovations, and unparalleled audience reach through Australia's most diversified media and entertainment group. Nine Entertainment Co. assets include Channel Nine, ACP Magazines and ninemsn.

Nine Entertainment Co. CEO David Gyngell says he is delighted by Geoff Jones' return to the fold in an expanded role.

"Geoff is a first class operator with a wealth of experience across ticketing and events, so we are very pleased that he's chosen to come back to work for the company in what is a critical role," he said.

Geoff Jones said, "It's a pleasure to be back on board and I look forward to working closely with David Gyngell in a business which has a real spring in its step. Nine Entertainment Co. is going places, and I want to be part of that journey."