

## NEWS RELEASE

### Computershare Communication Services saves Australian Power & Gas 10% in print and inventory costs with variable colour print

[Australian Power & Gas](#), recently ranked first in the 2011 [BRW](#)'s Fast Starters list, partnered with leading Australian sports clubs to develop meaningful relationships with customers. The co-branded marketing activity came to life through [Computershare Communication Services](#)' new colour printing solution.

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**Melbourne, 2 May 2011** - Computershare Communication Services together with Australian Power & Gas are leading the way in relevant and personal cost-effective customer communications, made possible with the InfoPrint 5000 (IP 5000) variable colour printing solution. A 10% cost saving in print was achieved as was a reduction in the number of base stocks required (a potential 45 to none), plus the time to market was reduced by nine days (from 14).

To develop more meaningful relationships with their customers, Australian Power & Gas partnered with premier sport clubs from within the states they operate, such as the [Richmond Football Club](#) in Victoria, as part of a strategic business sponsorship plan. They turned to Computershare Communication Services to fulfil the associated print and mail requirements.

To accommodate the individual sporting club sponsorships, base stock requirements were to grow from nine to potentially 45. Using the cut-sheet laser platform, Australian Power & Gas was faced with increased print and inventory management costs that would be unsustainable. "With a tight turn-around time, Computershare Communication Services had us up and running on the new variable colour platform which saved us a great deal of cost in eliminating the need for base stock completely," explained James Myatt, CEO, Australian Power & Gas.

The IP 5000 also allows clients to print directly from an approved digital artwork file to the printing platform. This process saved approximately nine days (from 14) in time to market for Australian Power & Gas and provided the ability to roll out new sporting club branded sponsorship campaigns in full colour at a much faster rate. "For many clients, such as Australian Power & Gas, full colour is a cost-effective option for the first time and the printing process is actually much shorter in steps to achieve it," explained Ross Ingleton, Sales Director, Computershare Communication Services.

"Organisations are always looking to better efficiencies especially in process and cost. Computershare Communication Services has proven they are able to look at a client's business issue and provide a solution that not only addresses the initial problem, but also predicts future risks and tries to mitigate them in advance," said Myatt.

The full Case Study is available for download at [www.computershare.com.au/communicationservices](http://www.computershare.com.au/communicationservices).

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**About Computershare Communication Services (an entity of Computershare Limited)**

Computershare Communication Services Pty Limited (entity of Computershare Limited) is a leading global provider of business process outsourcing and multi-channel communication solutions. The world's leading organisations depend on the Communication Services' business to help transform their business processes by assisting them to capture, organise and publish business critical data and documents. Computershare is a 'behind the scenes' organisation, yet plays a pivotal role in managing and delivering services for clients, of which there are over 10,000 globally. As a business-to-business company, Computershare focuses on responding to the needs of clients. To do that efficiently Computershare relies on outstanding people, trusted technology and a robust global structure to assist clients in responding to everyday activities. For more information, visit [www.computershare.com.au/communicationservices](http://www.computershare.com.au/communicationservices)

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**About Computershare Limited (ASX: CPU)**

Computershare Limited 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 services, tax voucher solutions, bankruptcy administration and a range of other diversified financial and governance services. Founded in 1978, Computershare is renowned for its expertise in data management, high volume transaction processing, payments and stakeholder engagement. Many of the world's leading organisations use these core competencies to help maximise the value of relationships with their investors, employees, creditors, members and customers. Computershare is represented in all major financial markets and has over 10,000 employees worldwide. For more information, visit [www.computershare.com](http://www.computershare.com)

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**About Australian Power and Gas Company Ltd (ASX: APK)**

Australian Power and Gas Company Ltd is listed on the Australian Securities Exchange (ASX) under the code APK. Australian Power & Gas holds a full suite of gas and electricity retail licences in Victoria, New South Wales, ACT, South Australia and Queensland and has been approved to operate by AEMO, the Australian Energy Market Operator. The company benefits from a strong management team with more than 50 years combined experience in the energy industry. Australian Power & Gas was announced as the fastest starting company in the 2010 and 2011 Business Review Weekly Annual Fast Starters List and was placed number 1 on the Business Review Weekly Fast100 list for 2010.