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Inlink Names Adam Cadwallader as Sales and Marketing Director for Australia

Inlink Media Pty Ltd (Inlink), Australia's leader in digital office tower media, today announced the appointment of Adam Cadwallader as Sales and Marketing Director for Australia

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Sydney, 29 September 2008 – Inlink Media Pty Ltd (Inlink), Australia's leader in digital office tower media, today announced the appointment of Adam Cadwallader as Sales and Marketing Director for Australia. Cadwallader will manage the increasing opportunities that exist in the office tower media sector. He will be responsible for managing the company's growth and the further development of the Inlink brand.

Cadwallader's last posting was with Eye Media, one of Australia's leading OOH companies as Sales Director, Australia and New Zealand. During this time he was heavily involved in the Eye digital business which included the sales representation of Inlink. Previous to this, he spent six years as National Sales Director of oOH! Media, formerly Network Limited also in the out-of-home sector.

He will be based in Sydney and will report directly to Inlink's co-founder and Managing Director, Oliver Roydhouse.

Oliver Roydhouse said, "Adam's appointment in this new role is a very positive message for our current and future customer base. He has 16 years' experience in media sales and a solid reputation for building media businesses and sales teams. His experience in the OOH sector will play a strong role in raising the awareness and investment of the office tower media sector."

Inlink Media operates over 900 digital displays in lift and lobby spaces to deliver real-time news and high impact advertising campaigns in almost 200 office towers throughout Australia. Iconic brands such as IBM, Microsoft, Telstra, Vodafone, Mercedes, Volkswagen, and Commonwealth Bank are utilising this innovative medium to reach a concentrated audience of AB professionals.

Ends Note to Editors: photograph available on request

About Inlink Inlink (www.inlink.com.au) is a national media network that delivers real time news programming and high impact advertising to over 1.3 million unique business professionals every month. The strategic placement of over 900 digital displays in the lift and lobbies of close to 200 office towers across Australia allows Inlink's advertisers to capture the attention of their audience in a distraction-free viewing environment. Inlink uses a strong formula of 'captive audience points' throughout large office towers, resulting in it being polled as one of the most effective advertising medium with an average ad recall of 78 percent 1 (elevator and lobby recall combined). With their headquarters in Melbourne, Inlink now has offices in Sydney and representatives in Brisbane, Perth and Adelaide.

1 Roy Morgan Research, average of results from 2001, 2003, 2004, 2006

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