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Media Release

For Immediate Release

**INLINK LAUNCHES NEW PREMIUM CAR PARK NETWORK
- Bentley Motors and the Financial Review sign as network foundation
clients -**

Inlink, Australia's leading office tower media company, has launched a new network of digital displays installed in the car park lifts and lobby areas of some of Australia's most prestigious office buildings.

The new network specifically targets C-level executives who are provided with a premium car space in towers such as MLC Centre Sydney, the Citigroup Centre, 530 Collins Street in Melbourne, Riverside Centre in Brisbane and Perth's QV1 Tower.

Bentley Motors and the Financial Review have signed on to become the first companies to advertise on the new digital display network, which initially includes ten premium office tower locations in Sydney, Melbourne, Perth and Brisbane.

Adam Cadwallader, Sales Director for Inlink, said: "This new network specifically delivers the upper echelons of management, giving advertisers access to CEO's, CFO's and other senior managers."

"The quality of the network is highlighted by our foundation partnership with Bentley Motors and the Financial Review, which reflects the target audience that the network will reach."

Ian Churchill for Bentley Motors, said: "We saw Inlink's new digital car park network as an innovative means of reaching the high-end corporate market. Moreover, we were provided with the opportunity to present our premium brand on high-quality, high-definition displays. We are constantly looking for cost-effective ways to take our product to the market, and in 2010, Inlink's car park network gave us that access at the right price."

"Accessing the right clients in the right environment is always difficult, especially for operators in the luxury segment. The ability to target high net worth clients in a non-invasive but captive environment such as this is a big plus for us," he said.

Simon Wake, Group Marketing Director for Financial Review Group, said: "The Financial Review is synonymous with C-level executives and senior management. The C-Suite Network enables us to broaden our presence and guarantees frequency against high-level executives in premium office towers."

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