



11<sup>th</sup> June 2009

The Manager  
Company Announcements Office  
Australian Stock Exchange Limited  
Level 4, Stock Exchange Centre  
20 Bridge Street  
SYDNEY NSW 2000

Dear Sir

**ASX Announcement in respect of appointment of new Sales Director**

Attached is an announcement concerning the appointment of Garry Mudford as Sales Director.

Yours faithfully

D J Berry  
Company Secretary

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## **MEDIA ANNOUNCEMENT/RELEASE APPOINTMENT OF SALES DIRECTOR**

Mr Stewart Downs, CEO of Funtastic, announced today the appointment of Mr Garry Mudford as the new Hard Goods Sales Director of the company with effect from 10 August 2009.

Funtastic recently implemented a restructure of its Hard Goods business creating two distinct service silos focused individually on Sales and Product - Mr Mudford will now lead the newly created Sales team.

According to Mr Downs, Mr Mudford is a great addition to the Funtastic Hard Goods team with experience across a range of roles, the most recent of which saw him responsible for the integration of Nestle's Chilled Dairy Division into the broader Fonterra business following its sale last year.

"More than 30 years experience working in consumer products within the Australian market means Garry can provide exceptionally strong, proactive leadership and direction to our sales team," Mr Downs said. "He has an impressive track record in implementing change, developing teams and introducing the numerous disciplines and processes that time and again have delivered profitable growth."

"His previous roles at Fonterra, Nestle and Cadbury Schweppes mean he is well versed in both our core consumers and our customers."

"Garry has clearly demonstrated a focus on innovation and speed to market, and an understanding of the importance of offering our retail customers dedicated support through a strong partnership that delivers on their business needs."

The Hard Goods division manages Funtastic's core toys, nursery, sporting goods and confectionery categories – driving some of the world's hottest properties including classic brands like the Teenage Mutant Ninja Turtles, The Wiggles, Winnie the Pooh, Razor, Star Trek and Toy Story alongside more recent smash hits such as Tamagotchi, Ben 10, Yo Gabba Gabba!, LeapFrog, and Roary the Racing Car.

"I'm incredibly excited about joining Funtastic, about building a high performing sales team for the business and capitalizing on every opportunity our customers present," Mr Mudford said. "We need to ensure we understand our customers' needs, deliver on their expectations and drive demand at a retail level."

"Our challenge is to grow the business and grow our people, ensuring Funtastic's is the best performing sales team in the marketplace."

"We are delighted to welcome another highly qualified executive to the team at Funtastic," Mr Downs said. "Garry brings with him the knowledge and expertise to positively impact on the company as we continue to grow."

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