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WEBJET and STW invest in world-class email marketing system – developed in Australia

Webjet Limited (“Webjet” ASX: WEB) today announced that it has subscribed for 20% of the issued capital of **TaguchiMarketing Pty Ltd** – the company behind the innovative TaguchiMail™ optimised-content email system.

Commenting, **Webjet Managing Director, David Clarke** said:

“TaguchiMail is a sophisticated broadcast platform which enables its customers including Webjet to transform its email marketing campaigns from a ‘send and see what happens approach’ to a process where the content and messaging within the emails is optimised in real-time during the final transmission to customer and/or prospect databases.

In addition, TaguchiMail provides for significant streamlining of email production, quality control of content and brand presentation along with rigorous subscriber management and real-time reporting capabilities.

In our view, many of the traditional broadcast email processes are reaching the end of their productive life, but the new capabilities available from the TaguchiMail system create the potential for Optimised Email to rival the impact of search engine marketing in the Australian environment. It is potentially far-more cost effective and because it has the capability to personalise the messaging and offers to specific target segments, it can provide an entirely new dimension in customer relationships.”

STW Group Limited (“STW Communications” ASX: SGN), Australia’s leading marketing communications, content and services group has also confirmed that it will also acquire a 20% shareholding in TaguchiMarketing Pty Ltd on the same terms as Webjet.

STW Group CEO Mike Connaghan said: “Our investment in TaguchiMail is part of an ongoing commitment to our clients to provide innovative solutions that increase the effectiveness of their marketing communications. We are delighted that Webjet one of STW Group’s clients is partnering with us to support this world-class technology.

The shareholding in TaguchiMarketing Pty Ltd is now split evenly between the three key executives; Dean Maidment, Managing Partner (formerly Webjet’s Marketing Manager); Ben Dyer, Technical Director (who created and refined the software) and John Skinner,

MD of Catalyst International (Webjet's advertising and eDM agency) plus Webjet and STW."

"We believe the Catalyst group and TaguchiMail provide us with a unique blend of traditional brand campaigns, media planning & buying, strategic communications advice and leading-edge email marketing processes.

"We expect our investment in TaguchiMail will be earnings accretive within 12 months, said Clarke"



David Clarke
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