

ASX Announcement**Connexion establishes US subsidiary and appoints Detroit-based Executive Vice President**

..Ex General Motors executive Junior Barrett appointed to head USA operations

..Connexion Media Inc established in Detroit USA

..Requirements of Flex contract with major US-based vehicle manufacturer as announced on 11 May

23 July 2015, Melbourne, Australia: Connexion Media Limited (ASX: CXZ) has established Connexion Media Inc and appointed a new executive vice president to be based in Detroit to service the deal it secured in May to sell the Flex fleet product through a major US auto manufacturer. The new vice president position will also cover sales and product development for North America and South America.

Mr Junior Barrett has been appointed Connexion Media Inc Executive Vice President who reports to Connexion Media Limited CEO George Parthimos.

Mr Barrett has over 14 years automotive experience working with General Motors at their Detroit global headquarters, within the division responsible for the global roll out of internet-connected vehicles.

During his tenure, he was responsible for identifying and collaborating with key partners to develop vehicle-centric applications for GM's flexible app framework.

In his most recent role, Mr Barrett was responsible for getting partners integrated in the GM AYS (At Your Service) system which Chevrolet featured at the Consumer Electronics Show in Las Vegas in January 2015.

Mr Barrett holds a Bachelor's degree in Economics from York University in Toronto, and currently lives in southeast Michigan with his wife and 2 children. He has a sound background in vehicle technology trends, project and partner management, and connected in-vehicle user experience.

"I am looking forward to growing the US opportunities for Connexion, as I see telematics as a growth segment in the automotive environment" said Mr Barrett, newly appointed Executive Vice President, Connexion Media Inc.

"It was the innovation and collaboration environment at Connexion which excited me to be a leader of this great organisation."

In May Connexion announced a contract with a major US-based automaker to supply the Flex service as an embedded feature in new production vehicles used in small business fleets.

Part of the May agreement is to establish Flex personnel on-the-ground in the US, and establish a US entity with a US bank account.

Connexion will also use its Detroit personnel to explore new business opportunities as well as service South American product roll out. This includes servicing the South American

vehicle supplier deal announced in April for the company's miRoamer product in South American production vehicles from 2016. That contract will see Connexion use its miRoamer radio and music service to provide a mobile phone solution for motorists.

"For Connexion, Detroit is a natural second office location. Having people with senior auto executive experience who are well networked and knowledgeable about the world's shift to connected vehicles, strengthens Connexion's sales and servicing capability," said George Parthimos, CEO of Connexion Media.

"We soon expect to lease office space and anticipate strong growth in our presence in Detroit."

Five European and two US automakers are currently trialling Flex. Connexion product development will remain in Melbourne.

Flex is a cloud-based integrated vehicle management system that allows car owners and fleet managers to control an entire fleet of vehicles from a central point. Flex collects and analyses key data from these fleet vehicles including fuel consumption, driver behaviour, vehicle location and distance travelled. The system instantly notifies the vehicle owner and/or fleet managers of a vehicle's usage through customised reporting.

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About Connexion Media

Connexion Media Ltd (ASX: CXZ) is a technology company specialising in developing and commercialising software apps and services for the web connected car, mobile device and connected consumer electronics markets. It is based in Melbourne Australia, with a sales office in Cambridge UK.