



Craig Lowndes - V8 Supercar Champion

Craig Lowndes – A Champion in More Ways than One

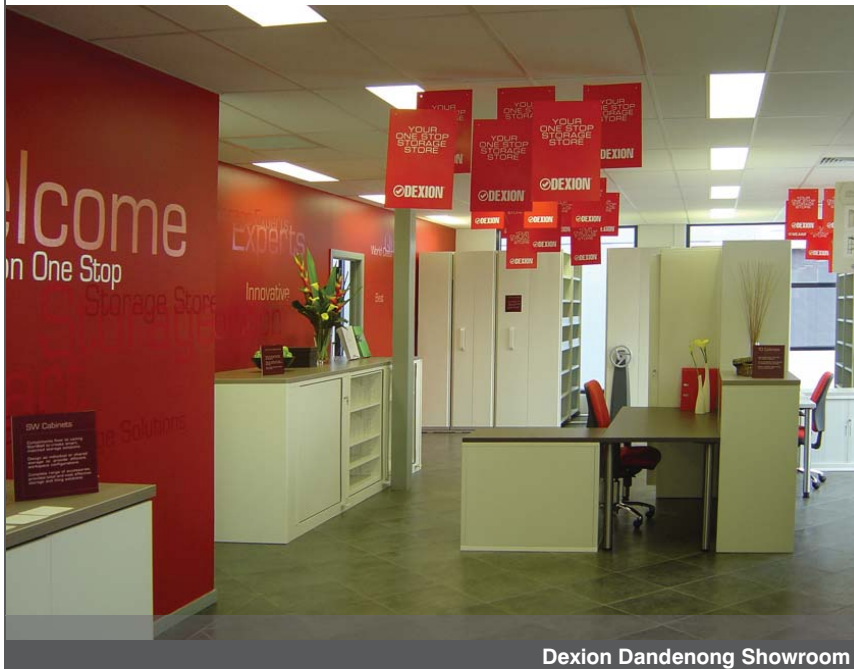


Dexion Citiport

The Dexion Supply Centre Network plays a vital role in the Dexion business. The network consists of 15 independently owned and operated businesses that provide Dexion with the widest distribution reach in Australia. They also provide valuable local support to Dexion's major Logistics and Office customers.

Two years ago the Dexion Supply Centre Network underwent a fairly significant overhaul in terms of positioning. Existing and new Centres were encouraged to sign buildings in the same way, to move to new premises in high profile positions and to introduce showrooms for customers to visit.

The next stage was to formulate a branding strategy which linked



Dexion Dandenong Showroom

I'm extremely excited to be part of the Dexion family. It is a company with strong values. They understand the importance of strong relationships. They are innovative and strive for excellence at all times. Craig Lowndes

Dexion's national advertising and promotion with the local area marketing done by the Dexion Supply Centre Network.

According to Andrew Angus, Dexion's Executive General Manager, Marketing, the consistent marketing of the Dexion Supply Centre Network is strategically important.

"If we are capable of linking Dexion's national advertising and promotion campaigns with local Dexion Supply Centre product and capability advertising, I believe we will do better as a team," he said. "A marriage between the two is essential if we want to reap full value from each component of the marketing plan."

So in a major coup for Dexion, Craig Lowndes, one of Australia's most popular sporting stars, was appointed as the Dexion Supply Centre Network 'Champion' in December 2005.

"I'm extremely excited to be part of the Dexion family. It is a company with strong values. They understand the importance of strong relationships. They are innovative and strive for excellence at all times," Craig Lowndes said at the time.

"In V8 Supercars we have a great team who work together to beat the competition and with Dexion we see these same principles."

Angus, confirmed that Lowndes will play a very important role in the company's marketing programs going forward.

"It's a very good fit. Craig's value set matches with ours. He's a winner and his universal appeal will allow us to connect really well with our current Dexion Supply Centre audience, plus new audiences that we choose to target" he said.

In 2005, Lowndes showed that winning

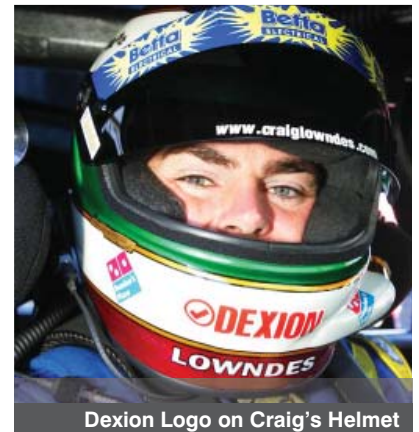
style more than any other, claiming more round wins and pole positions than any other driver for the year.

"2005 was a great year, for us and Dexion and 2006 is looking even better so far. I think we can both see some good times ahead," Lowndes said.

The Craig Lowndes strategy

"Craig's universal appeal will allow us to broaden the base of our customers and entice them to visit our website and showrooms," said Angus. "His brand stands for high expertise, high performance through teamwork and safety through testing. He is Australian. These are all important issues that we want to emphasise in our advertising."

From a Dexion branding perspective, a very prominent Dexion logo is displayed on Craig's helmet in each of his races this year and this will be broadcast on live television via his in car camera. The exposure of the brand, to an audience of millions, is likely to provide 30 to 40 minutes coverage (collectively) throughout the year.



Dexion Logo on Craig's Helmet

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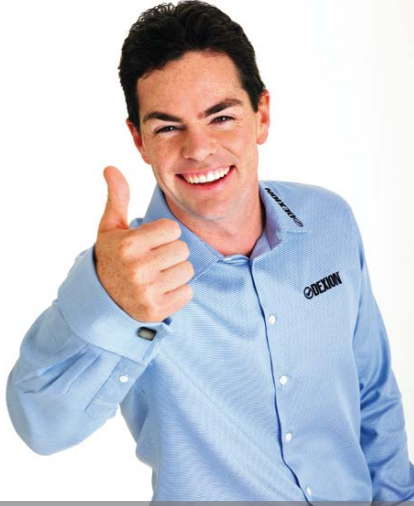
Andrew Angus
GM Marketing Services

Craig will also be Dexion's guest on the track at the various motorsport events planned throughout the year which include Oran Park, Queensland Raceway, Bathurst and Phillip Island.

"The strategy is to 'totally connect' Craig to the Dexion Supply Centre Network, and we'll manage this through a number of initiatives and communication mediums," said Angus.

The Dexion Supply Centre advertising and promotion program will include:

- A link from Craig's website directly to the Dexion Supply Centre area of the new Dexion website
- Craig's image and endorsement in various trade magazine, motorsports magazine adverts and Yellow Pages.
- Craig's image in showroom 'point-of-sale' material and direct mail pieces
- Craig's voice used in messages-on-hold



Dexion Supply Centre Champion

- Special appearances throughout the year which might include showroom openings and special speaking opportunities at sales conferences

A radio campaign will also kick-off in July on radio around the country.

Talk to Dexion Today

All advertising and promotion will revolve around a primary theme which is "Talk to Dexion Today". A 1300 DEXION phone number and new website will be promoted. Customers will also be invited to visit the showrooms.

"I believe that the Dexion Supply Centre Network should be looking to take a 'do you want fries with that' mentality just like McDonalds," said Angus. "Add-on sales add up. That's why we also have a plan to add more products to the range and to encourage the Dexion Supply Centres to 'drill down' into new markets that traditionally we haven't targeted," he said.

"By positioning the Dexion brand in a consistent manner at the local level, and by using Craig Lowndes as the Champion of the Dexion Supply Centre Network, we are in an excellent position to broaden our customer base," said Angus.

Craig's universal appeal will allow us to broaden the base of our customers and entice them to visit our website and showrooms.

Andrew Angus, General Manager of Marketing Services

TALK TO DEXION TODAY

Bring Order to Your Business

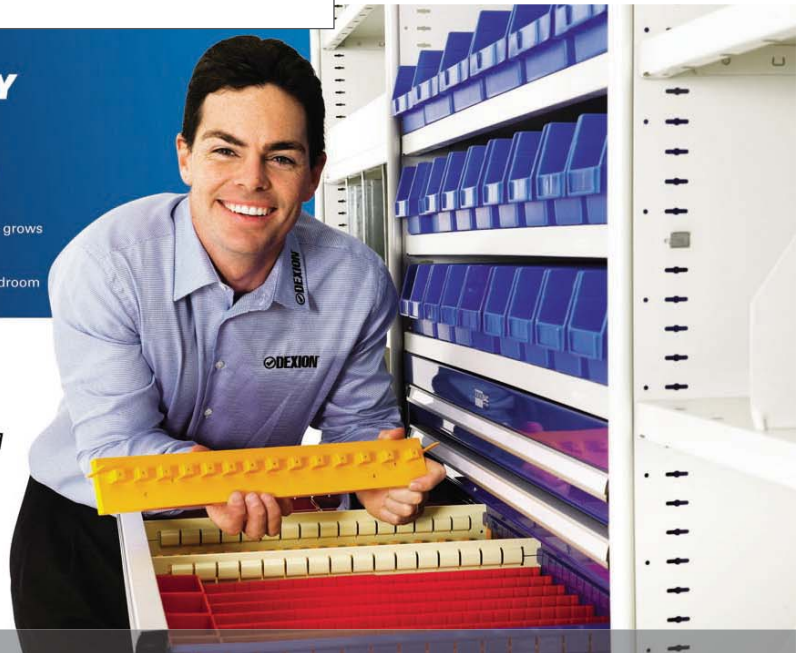
Introducing the smarter thinking adjustable shelving package and small parts storage system from Dexion.

- Modular design allows you to grow the system as your business grows
- Quickly put away or pick small parts
- Redefine and make the best use of available floor-space and headroom

Get Organised...With Dexion

Drop into the showroom or ring to have one of the team visit you.

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"Talk to Dexion Today" Magazine Ad