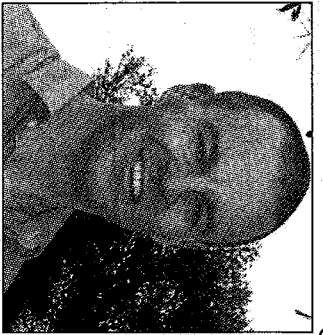


FREE Eyre names Mark Rodda as new CEO



NEW BOSS: Mark Rodda will apply experience gained in agribusiness to lead FREE Eyre.

FORMER Elders Wool general manager Mark Rodda has been appointed as chief executive officer of FREE Eyre.

Working closely with the organisation and its rural shareholders, he will build on the rapid growth of its existing strategic agribusiness joint ventures: EP Grain and EP Storage.

In line with the company's vision – “to drive an entrepreneurial and

dynamic regional business through the development of alliances that create new high-value markets for its shareholders” – Mr Rodda will identify and pursue further growth opportunities for FREE Eyre.

“Having focused his career on serving the rural community and representing their interests in the domestic and global arena, he has demonstrated a wealth of innovation, business development

expertise and enthusiasm for agribusiness,” FREE Eyre chairman Michael Tilley said.

At Elders, Mr Rodda led a team that transformed a traditional broking business into a globally-focused, innovative logistics and marketing company.

Mr Rodda's appointment is effective immediately. He will report to Mr Tilley and be based in Adelaide.