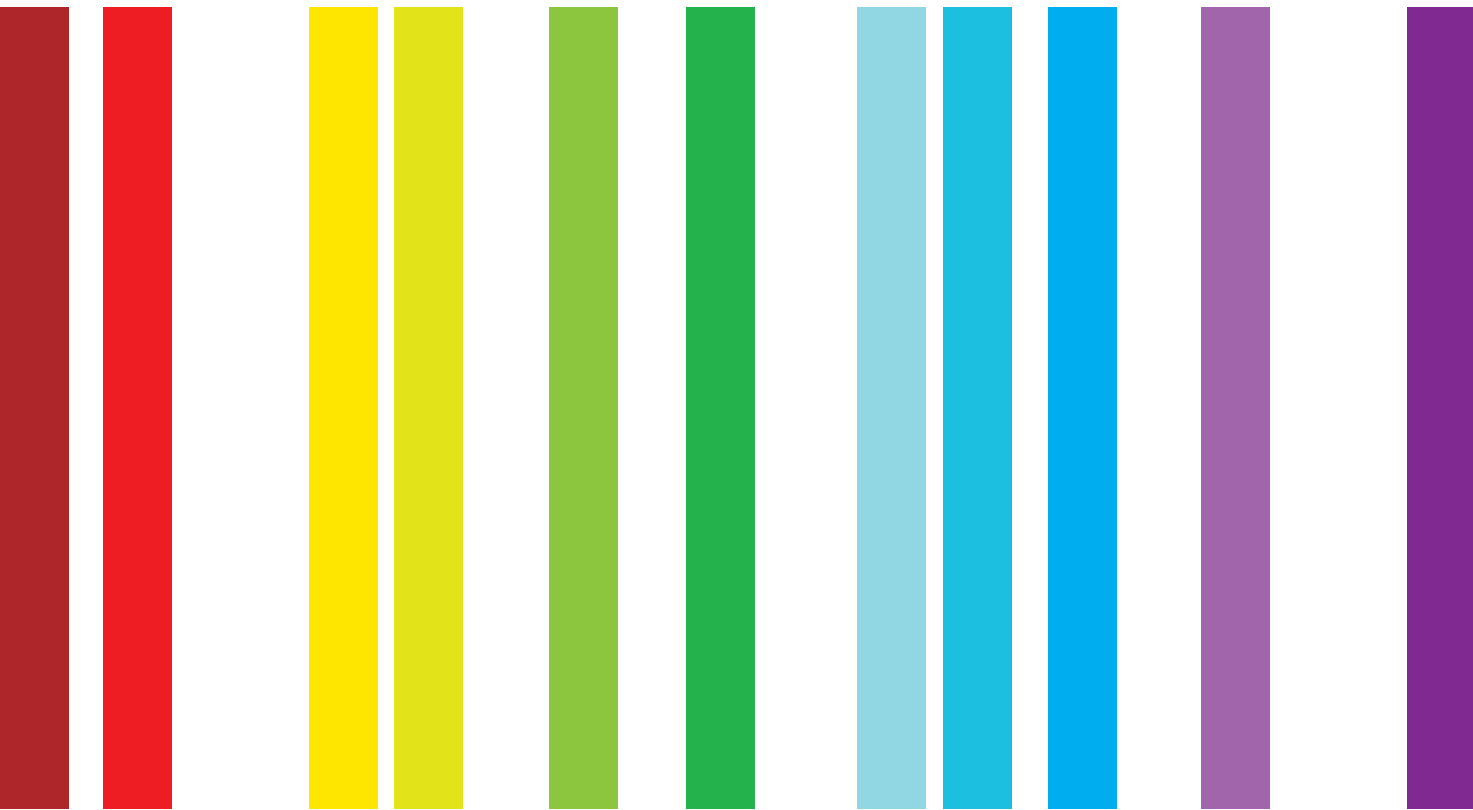




GREENHOUSE GAS EMISSIONS ASSESSMENT for Deadline Media CY 2008





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Monday, 9 February 2009

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This GHG assessment report has been prepared for Deadline Media.

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Executive Summary



Carbon Planet conducted a comprehensive assessment of the greenhouse gas (GHG) emissions accountable to the Australian operations of Deadline Media ('The Company') for the 2008 calendar year. The purpose of the assessment was to identify the types and amounts of GHG emissions attributable to The Company's operations. The assessment may permit The Company to:

- partially or fully offset the effect of its emissions through the purchase of certified carbon credits
- establish operational GHG benchmarks
- identify business risks in dealing with climate change and the introduction of an Emissions Trading Scheme
- identify potential compliance/reporting obligations.

The assessment itself does not reduce or offset The Company's GHG emissions.

The assessment identified the key areas of The Company's operations that were responsible for significant contributions to its total GHG emissions. This assessment report solely reflects GHG emissions related to The Company's activities in the period of review and does not indicate The Company's future emissions levels.

Carbon Planet concluded that The Company produced an overall total of 65.1 tonnes of GHG emissions, also known as CO₂ equivalents (CO₂e), which includes direct and indirect contributions along the supply chain (Scope 3 emissions).

The minimum mandatory reportable emissions for The Company was 18.0 tonnes of CO₂e, as defined by Scopes 1 and 2 emissions covered under the NGER Act 2007.

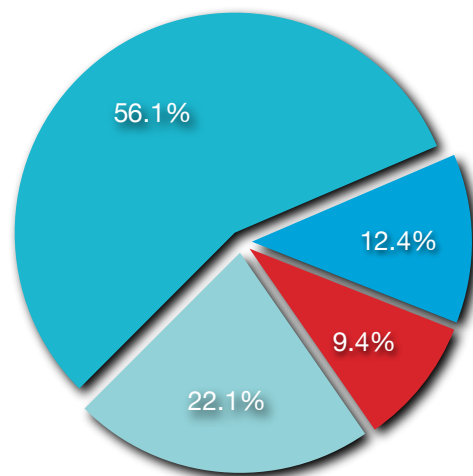
The Company's assessment results are summarised in Table 1 and shown in Figure 1.

TABLE 1 Assessment results for Deadline Media		
Assessment Period	CY 2008	
No of FTE employees	11	
Assessment Type:	GHG Protocol	NGER
Sources:	Scope 1,2,3	Scope 1 & 2
Activity Sector:	Emissions (tCO ₂ e/yr)	Emissions (tCO ₂ e/yr)
Employees	36.5	0.0
Utilities	14.4	12.4
Business Flights	8.1	0.0
Transport Fuels	6.1	5.6
TOTAL¹	65.1	18.0
GHG/FTE employee	5.7	1.6

For GreenPower™, please see Appendix B for accounting description.

FIGURE 1 Summary of GHG emissions for Deadline Media

- Utilities
- Business Flights
- Employees
- Transport Fuels



¹ Includes numerical rounding to one decimal point





Reporting obligations

Under Section 13 of the *National Greenhouse and Energy Reporting Act 2007 (NGER)*, Deadline Media falls below the reportable corporation threshold for FY 2010/11 of 50 kilotonnes of CO₂e per year (or 200 TJ of energy consumption), and/or below the facility threshold of 25 kilotonnes of CO₂e per year (or 100 TJ of energy consumption), for the initial three years of the reporting period, commencing FY 2008/09.

As indicated in Table 1, The Company's potential liability for reporting under the *NGER Act* is 0.018 kilotonnes of CO₂e. The Company will have no mandatory reporting obligations for the foreseeable future.

Further details





The calculation methodology ("Methodology & References") used to determine The Company's carbon footprint complies with The Greenhouse Gas Protocol: A Corporate Accounting and Reporting Standard (Revised Edition) published by the World Resource Institute and World Business Council for Sustainable Development and with International Standards Organisation ISO 14064-1:2006 Greenhouse gases - Part 1: Specification with guidance at the organisation level for quantification and reporting of greenhouse gas emissions and removals.

Carbon Planet's Methodology & References document is available upon request — however it is protected with a Non-Disclosure Agreement under Contract Law.

If you wish to certify specific products or services as Greenhouse Friendly™, a comprehensive GHG Life Cycle Analysis (LCA) should be conducted, and the measured emissions fully offset by approved Greenhouse Friendly™ abatements.

Under the present limitations to the scope boundary of this assessment, the assessment results should not be misconstrued to represent a comprehensive LCA of The Company's product(s) or service(s). Any statement of claims to carbon offsets contrary to the limitations presented in this report, needs to be assessed against the Trade Practices Act (TPA) 1974. The marketing of claims about the environmental benefits of products and services, resulting in misleading and deceptive conduct to consumers, may lead to court action for breaches of the TPA.

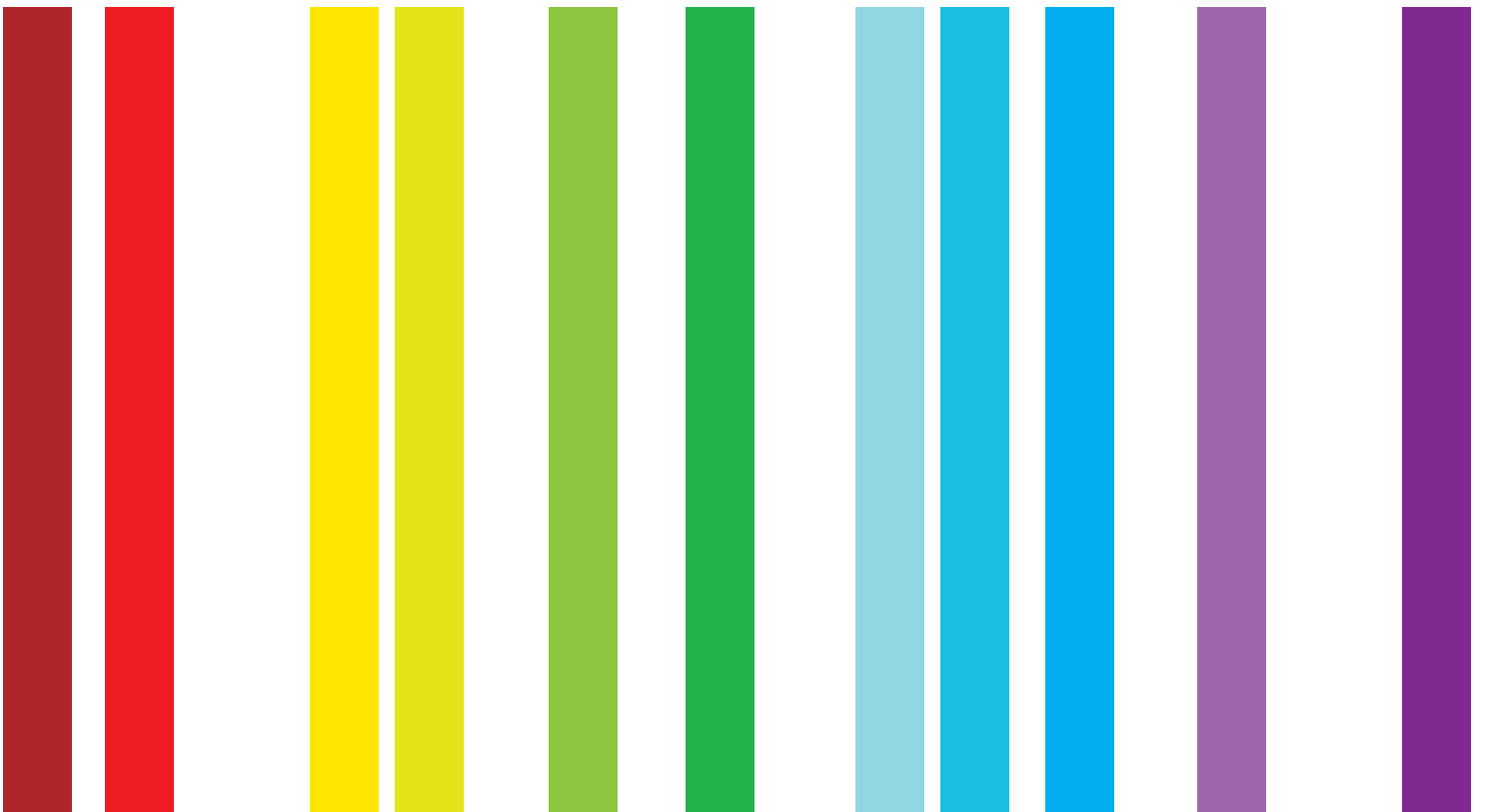
TABLE 2: A summary of YoY change for Deadline Media

	0.5%	0.3	tCO ₂ e	Net GHG emissions
	-22.7%	-5.3	tCO ₂ e	NGER compliant GHG emissions
	-30.2%	-6.3	MWh	Overall electricity consumption
	-30.0%	-2.4	tCO ₂ e/FTE	Net GHG emissions/FTE employee

Disclaimer: Carbon Planet ("CP") is a global carbon emissions management company, committed to ensuring that its Emissions Audit and Assessment Services ("Audit") are carried out to best practice in a rapidly developing industry. CP's operations and services have also been certified Greenhouse Friendly™ by the Australian Government's Department of Climate Change. CP is the first carbon management company in Australia to receive this accreditation. In conducting the Audit, CP complies with what it believes is currently the best practice standards - The Greenhouse Gas Protocol: A Corporate Accounting and Reporting Standard (Revised Edition), Australian/New Zealand Standard Energy Audits AS/NZS 3598:2000 and ISO 14064-1:2006 Greenhouse gases - Part 1: Specification with guidance at the organisation level for quantification and reporting of greenhouse gas emissions and removals. This Audit has been conducted subject to CP's Terms and Conditions and the Guidelines. CP provides the Services within the context of a new and emerging regulatory regime. While CP will use best reasonable endeavours to correctly interpret the content and meaning of relevant requirements, CP cannot warrant or guarantee that the Services will always be compliant with the Guidelines. The Guidelines may over time be varied, replaced with upgraded Guidelines, or varied by Government regulation, and this may affect the efficacy and utility of the Audit in the future. CP utilises what it considers to be the best practice methods and information available ("Methodology") to produce this report. It is necessary that the Methodology is updated over time to ensure that it remains current. CP expressly reserve the right to vary the use of the Methodology in the future and will not be liable for any different results or outcomes from the use of a different Methodology. Note that emissions auditing is a measurement service - it does not reduce emissions. CP works with its customers to plan and implement emissions reduction strategies for a company's or facility's operations including the use of certified carbon credits. By commissioning or using this report you acknowledge, accept and agree to the matters in this paragraph.



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