

MEDIA RELEASE

RED MEAT ADVISORY COUNCIL LIMITED*

CHIEF EXECUTIVE OFFICER APPOINTED

20 December 2010

Red Meat Advisory Council Ltd (RMAC) Chairman, Mr Ross Keane, has announced the appointment of Mr Angus Hobson as the Company's first Chief Executive Officer; Mr Hobson's term will commence in early February 2011.

"I am very pleased with the Board's choice", said Mr Keane.

"Angus comes with a wealth of experience in the red-meat and livestock industry and a clear aptitude for applying his knowledge to this newly created position", he said.

The position of CEO has been formed as a result of the Meat Industry Strategic Plan 2010-15. Together with the appointment of an Independent Chairman in August 2010, this full-time CEO position will assist RMAC in meeting industry's desire for a stronger RMAC with a more focused role in cross-sectoral policy debate and advice to the Federal Government among others.

Mr Hobson has had experience in policy development through employment with Cattle Council of Australia, in the commercial sector as a property manager and with rural-service companies in Australia and New Zealand, and in research and development through his tenure with industry's service company, Meat and Livestock Australia. He holds a Bachelor of Rural Science (Honours) from the University of New England.

"I have a firm view that Angus is the right person for the job. He has an engaging and professional manner that will undoubtedly assist him in contributing to RMAC's role as the peak policy body for the red-meat and livestock industry", said Mr Keane.

Until now RMAC has outsourced its administrative and Board Secretary functions. For the past eight years Justin Toohey has undertaken this role.

"Justin served the company well and it's with thanks and gratitude that the Board has accepted his decision to pass the now-expanded role on to a full-time CEO.

"I would like to take this opportunity to thank Justin personally and on the Board's behalf for his many years of service to the company", Mr Keane concluded.

For information: *Ross Keane, Chairman*

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* Red Meat Advisory Council Ltd is the peak advisory body for the red-meat and livestock industry and has as its members Australian Meat Industry Council, Cattle Council of Australia, Sheepmeat Council of Australia, Australian Lot Feeders' Association and Australian Livestock Exporters' Council
