



PRESS RELEASE

IMMEDIATE RELEASE

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Tonnex ready to launch new Rewards program:

TOTTENHAM, VIC -- January 26, 2009 – As Tonnex approach the end of the 2nd year of their Reseller Rewards program the finishing touches for the 3rd year are now being applied. Since the initial launch in February 2007 the program has become a huge success for Tonnex attracting over 1,000 registered members and making the program synonymous with the Tonnex brand, according to National Marketing Manager, Mr. James Rendell. “When we concept designed the program in 2006 we realised that there was a huge potential for a reward program to assist us with our corporate objectives. We want to give our customers a program that adds real value for every dollar they spend with us and given that we are tracking at approximately at 95% redemption rate – we feel confident that this has been achieved” Rendell said.

According to Rendell, this year’s program; titled Reseller Rewards XL has been ‘beefed up’. “This year we have made a real focus on enhancing what is of most interest to customers and also adding in new bonuses and new rewards based on the results from some research carried out last year – so much so that the standard 13 page catalogue design has been blown out to 17 pages, we just couldn’t cut anything out”. Reseller Rewards XL will offer participants access to over 500 reward items for redemption throughout 2009 including new reward additions such as sky diving, wines & winery tours, iPhone’s and more.

Tonnex have also engaged the Australian Red Cross and Carbon Neutral as 2 key partners in the new addition of the programs ‘Community’ rewards section. “We have had some very pleasing examples of customers donating their rewards to charities which gave us the inspiration to add in some great community based items in this years program” Rendell commented. This year participants can redeem items to offset their carbon emissions, help plant trees, reconnect families and help provide clean drinking water for disadvantaged communities. “Carbon Neutral are delighted that Tonnex have included options to offset greenhouse gas emissions through native tree planting projects in rural Australia. This arrangement will give people an opportunity to offset greenhouse gas emissions by contributing to land rehabilitation

programs, part of the solution to long term sustainability and combating climate change" said Angela Tillier, General Manager of Carbon Neutral.

Furthermore, the results from the last 2 years programs and plans for Reseller Rewards XL have again motivated industry Vendors to get on board and support the program with HP, Epson and Brother again signing up for the next 12 months as well as Fuji Xerox also coming on board for the 2009 program. HP's South Pacific, Aftermarket Supplies Manager - Rob McCance saw significant benefits in the program, especially that HP now have their own rewards program; Supplies Rewards which is also available to Tonnex customers. "Tonnex's Reseller Rewards program compliments the HP Supplies Rewards program offering the channel (broad base resellers) significant benefits on HP supplies purchases, which has resulted in tremendous sales growth for HP in these customer segments. Therefore the decision to sponsor Tonnex as our Authorised Sub Distributor of HP Supplies into the 3rd year of their Reseller Rewards program was an easy one!" McCance said. Andy O'Donnell, Regional Manager of Brother International (AUST) also commented that "we [Brother] are very pleased to join with Tonnex and their Reseller Rewards program for another year. We sponsored this program last year and found it to be a resounding success".

Reseller Rewards XL kicks off at the start of February. Existing members will be sent a welcome pack towards the start of the campaign. Anyone not currently registered in the program can receive a welcome pack by Freecalling 1800 TONNEX and they will send one out to you.

For information contact:

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The logo for Reseller Rewards XL. The word "RESELLER" is in a bold, green, sans-serif font. "REWARDS" is in a bold, blue, sans-serif font. "XL" is in a large, green, stylized font with a white outline and a drop shadow effect. A small green square is positioned at the bottom right of the "L".

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