



**MEDIA ANNOUNCEMENT**

10 November 2005



**Fone Zone takes top accolades in NSW ARA Awards**

Australia's largest specialist communications retailer, Fone Zone, took out two top awards at the New South Wales' Australian Retailer's Association (ARA) Awards for Excellence in Sydney last night (Wednesday 9 November 2005).

Fone Zone's Chief Operations Officer, Maxine Horne was awarded the ARA President's award which recognised her extraordinary personal and professional achievements and contribution to the retail industry in New South Wales.

Fone Zone also took out the Employer of the Year (Training) for the second consecutive year for its outstanding commitment and excellence to employee training, which includes intensive and innovative learning, development and reward programs.

The ARA Retail Awards for Excellence celebrates the achievements of the best in the NSW retail industry and recognises the diversity, passion and contribution of these businesses to the NSW economy.

Fone Zone has been operating in the New South Wales retail sector for the past ten years and is an important business builder with 108 team members across 34 metropolitan and regional stores.

Ms Horne said she was honoured to receive such a prestigious accolade on behalf of Fone Zone in recognition of the company's dedication to retail in New South Wales .

"Winning Employer of the Year (Training) for the second consecutive year further consolidates our position as a business and employment leader. We place great emphasis on providing intensive customer service training for our team members, exciting incentives and a rewarding internal career path," Ms Horne said.

"We understand that training is crucial to the ongoing growth and success of Fone Zone and we are committed to the long term careers of our people and our ongoing contribution to the New South Wales retail industry," she said.

Ms Horne said the awards validated the considerable investment the company continues to direct towards meeting team member's needs and training requirements and reinforced the company's commitment to Fone Zone's growth in New South Wales .

She said the President's award was an honour for her to receive and recognised Fone Zone's culture of customer service excellence.

"I am proud to win this award because it reflects our commitment to employee relations and innovative staff development programs.

"Both awards validate the fact that Fone Zone has set a new standard in retail in New South Wales ," she said.

Fone Zone has won more than 20 prestigious state and national awards in the past three years for customer service, business management, training programs and innovation.

Earlier this month, Fone Zone listed on the Australian Stock Exchange with a market capitalisation of \$125.2 million.

Contacts:

Jayne Farmer

Rowland

Phone: 07 3229 4499

Email: [jayne.farmer@rowland.com.au](mailto:jayne.farmer@rowland.com.au)