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e-commerce Platform Contracts Signed

In a major initiative in the paper industry in Australia, PaperlinX has entered into agreements to install an advanced e-commerce capability across its businesses for both customer interface and e-procurement. The first phase of the broad-based project will focus on allowing PaperlinX Merchants (Dalton Fine Paper, Tomasetti Paper House, PaperHouseXpress and Paperpoint in Australia, and Dalton Fine Paper in New Zealand) to transact with its customers over the Internet.

PaperlinX will combine with Cable & Wireless Optus and Deloitte Consulting in the development of an "e-commerce" platform with both buying and selling capabilities. Mr Frank Huntley, Executive General Manager of PaperlinX Merchants, has high praise for the partners involved, and the opportunities this offers both PaperlinX Merchants and its customers.

"We are delighted to have reached this agreement as it signals the next step in implementing an advanced tier one platform across the PaperlinX Group. The offering will combine the best in e-commerce with the wealth of experience we have in paper merchandising and distribution, developed through our long involvement in service to the graphic arts and office products industries. This will result in the most complete and integrated package available to our customers."

"The maintenance of our leadership position in the Australian paper industry requires us to ensure that we incorporate such powerful new tools into our repertoire. In January, customers will have 24 hours a day, seven days a week access to order and track products", said Mr Huntley.

Following its implementation throughout PaperlinX Merchants, the platform will be established progressively across the entire PaperlinX Group. It is a complementary development to the significant supply-chain system investment PaperlinX is making covering logistics, demand planning, transport and warehousing.

ENDS

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Editor's Note:

PaperlinX (ticker code: PPX) was listed on April 17 of this year following its demerger from Amcor. It is a significant paper merchant, selling its own paper (including the well known REFLEX™ office paper) and imported paper through paper merchants Dalton Fine Paper, Tomasetti Paper House, Paper House Express and Paperpoint. It manufactures a wide range of communications papers and packaging paper at Australian Paper. Other businesses include Australian Paper Plantations, Southern Cross Converting, international trading through Pacific Paper Marketing and Amtrade. PaperlinX has a 42% interest in independent listed paper merchant, Spicers Paper.