

PRESS RELEASE

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FOR IMMEDIATE RELEASE

Headline: Focus Publishing Interactive celebrates its first year under the new management

Sydney, 30 August 2007 – Focus Publishing Interactive celebrated its first year under the new management team lead by Jaqui Lane. Since taking the helm after the death of the founder, Mr Steven Rich in May last year, Focus has gone from strength to strength.

“Taking over after Steven had headed the company for 18 years was a challenge,” commented Jaqui Lane at a recent Women’s Chiefs lunch. Not one to sit still she has embarked on a bold strategy to build a bright future for the established company by expanding its business base on international projects.

“We have been very fortunate in securing an international sales team from an Asian publishing house and this has enabled us to push into the international market sooner than we thought” she said.

And with a new production team, the company has enjoyed the confidence of the market by attracting over 15 new projects. “I haven’t had much sleep in the past year” said a tired, but proud Jaqui Lane. She added, “We are lucky that we enjoy a great reputation for producing quality products and so our journey has been made easier as a result”.

Focus Publishing Interactive has been awarded two bilateral trade books - Australia-India: A deepening economic partnership, and Australia-United Arab Emirates: Expanding trade and cultural links. Both projects are evidence of Focus’s well earned respect at government levels for producing high quality books.

Other new projects include a corporate history of Myer, and several industry based books – one on the downstream power generation sector written by Keith Orchison, and another on the ICT sector “Its your Call” written by Paul Budde.

“Business is not hard,” Jaqui said, “it just requires you to devote your life to it...”

As a mentor to other women in business she added “There may come a time in your life when you have to decide to back yourself. I was lucky to given that opportunity so if you get it, seize the day... just make sure you like it as you won’t have time for much else...”

Jaqui Lane also sits on the Council of Women’s College at the University of Sydney, as well as being the current NSW President of Women Chiefs of Enterprises - International, Sydney, an honours graduate in Russian Politics, and is a rugby mom.

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