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MEDIA RELEASE

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Australia's leading livestock exporter, Wellard, has marked a milestone in the company's history with the launch of its new company logo.

With a substantial investment in the Australian livestock industry through its Wellard Rural Exports, Wellard Rural Transport and Wellard Feeds divisions the company commissioned the new fresh, lively logo to reflect the modern and progressive focus of its business.

Wellard managing director Steve Meerwald said it was important that Wellard continued to back its modern image with actions, through the adoption of the best technology available to ensure the company was at the forefront of the live export industry, both in Australia and the world.

"I am proud of Wellard's record as an industry leader in Australia, which has the highest animal standards in the world," Mr Meerwald said.

"The company has grown substantially since it was founded by Wellard principal Mauro Balzarini's father Emilio in the late 1970's, providing access to important markets for Australian farmers and high quality Australian livestock for overseas consumers."

An important component of the Wellard animal welfare commitment is the utilisation of the newest and most technologically advanced livestock shipping in the world, run by the Balzarini family's company, Siba Ships.

Siba owns the world's most modern livestock vessel, the MV Becrux, and has two new vessels under construction, the first of which will be operating by the end of this year.

Wellard began operations in Australia in 1978, and is now an agribusiness success story, cementing itself as a leader in the industry with its quality controlled, vertically integrated business.

All of the Wellard vehicles, including Mr Balzarini's Vespa, will adopt the new livery.

Mr Balzarini said the first 29 years of operation of Wellard had been both rewarding and exciting, and he looked forward to the next 29 years with eagerness and anticipation.

For more information contact

Cameron Morse
Porter Novelli – Perth
Ph: 9386 1233
Mob: 0433 88 68 71

Copies of new logo attached