



31st July 2009

Independent Research Firm Cites Hyro as a Leader in Australian Interactive Marketing Agencies

Hyro Limited

ASX: HYO

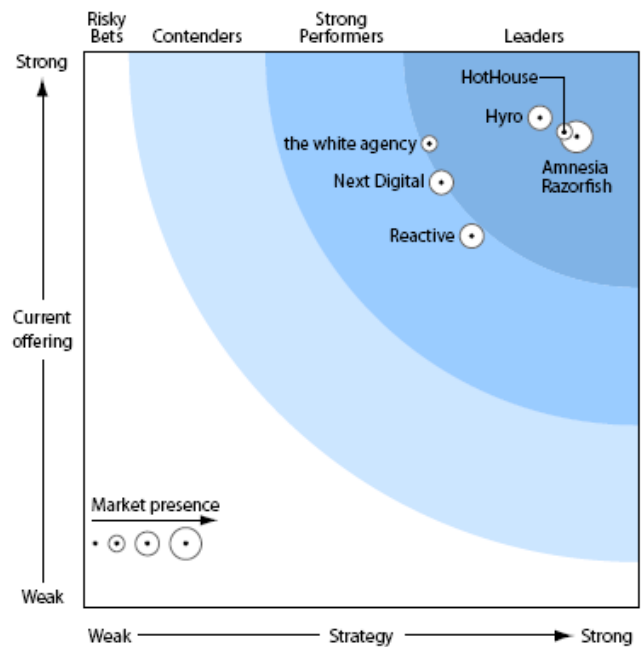
Hyro has been ranked as a Leader by independent research firm Forrester Research, Inc in its July 2009 report titled, "The Forrester Wave™: Australian Interactive Marketing Agencies, Q3 2009". Forrester cited Hyro as a Leader "for the breadth of its support for marketing and enterprise software".

"We are honoured to be recognised as a Leader by Forrester Research and we are sure this independent report will assist companies in selecting the right digital partner", said Bill Votsaris, CEO, Hyro. "This recognition further reflects our strategy and current offering which extends well beyond the minimum required to deliver interactive marketing. By integrating marketing with scalable enterprise technology we can provide clients with all the necessary services required to engage and interact with customers using digital channels".

In Forrester's first-ever evaluation of Australian interactive marketing agencies, Hyro and six other vendors were shortlisted and evaluated against 36 criteria, grouped into three high-level categories: Current Offering, Strategy and Market Presence. These combined results placed vendors into one of four "waves": Leaders, Strong Performers, Contenders or Risky Bets.

As well as being named a Leader overall, Hyro earned the Number 1 score amongst all vendors for *Current Offering*. Forrester determined scores for current offering based on each vendor knowing exactly which client group they are targeting and supporting these clients with the best possible strategic thinking, digital services, and account management.

Figure 2 Forrester Wave™: Australian Interactive Marketing Agencies, Q3 2009



Sources: Forrester Research, Inc



“Along with a strict account management process consistent with our ISO 9001 practices, we bring together all the elements required for successful digital business, all under one roof”, says Votsaris, “Our experience shows that clients want a relationship with a vendor who can build services that add value to customer relationships every day, rather than a traditional campaign-by-campaign approach.”

To download The Forrester Wave™ report visit www.hyro.com/forrester

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About Hyro

Founded in 1994, Hyro is Australia's oldest Digital Services company. Hyro provides digital, technical and managed services to the enterprise and government sector across Australia, New Zealand and Asia. This end-to-end capability uniquely positions Hyro in the Australian marketplace with its ability to understand the issues in transforming innovative business strategies and creative concepts into working technical solutions.

From the user's screen to the back-end systems Hyro's end-to-end Digital Services offering includes award winning creative, online advertising campaigns, mobile services such as mobile TV and m-sites, user experience and identity management, sophisticated e-commerce and e-government implementations, technology development, integration projects and ongoing managed services.

Hyro has over 300 employees across offices in Australia and Thailand. Hyro has strategic partnerships with IBM, Microsoft, Oracle, CA, Adobe and numerous other technology vendors relevant to supporting Hyro's digital services.

For more information please go to www.hyro.com.