



3 March 2010

Director Appointment

Hyro Limited (HYO) today announces the appointment of Mr Jeff Pope as a director of the company, effective immediately.

Mr Pope has a breadth of experience having worked in the IT industry since 1975. His career spans roles in operations, systems programming and sales, including regional senior management responsibilities.

Prior to 1996, Mr Pope worked for blue chip companies such as Citibank, Toyota and Fujitsu. From 1997 - 2003, as Vice President of Rational Software, he spearheaded the dynamic growth of the company operating in 24 cities across 11 countries in the Asia Pacific Region. The success of Rational was underpinned by consistent organic growth and merger and acquisition activity culminating in IBM buying the company in 2003.

Mr Pope joined Agitar Software in 2004 as Vice President, Asia Pacific Region and his principal role was to establish the business from scratch across the region. After successfully executing the growth strategy and building a significant operation, the business was sold to McCabe Software in 2008.

During 2007, Mr Pope was invited to join the board of Software Traction where he continues to provide high level insight with sales strategy and large customer relationships.

Hyro Chairman, Rob Clarke said "Jeff is a career IT professional with a wealth of very relevant experience from both an operational and executive management perspective. As Hyro increasingly focuses on its 'go to market' strategy, Jeff will be a valuable addition to the board and provide Hyro's management team with additional strategic support for the growth and development of the company."

"I welcome Jeff to Hyro and look forward to his contribution at a most exciting phase of the company's history." Clarke said.

For further information call:

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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 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.