

BROAD INVESTMENTS LIMITED
ACN 087 813 090

ASX ANNOUNCEMENT

**BroadIP partners with Ford Performance Racing
to drive business growth**

*High profile sponsorship delivers access to loyal Ford fan base with
potential \$5m p.a. revenue*

The Board of Broad Investments Limited (ASX:BRO) is pleased to advise that its VOIP subsidiary **BroadIP** has entered a two year sponsorship and partnering arrangement with **Ford Performance Racing (FPR)**. This deal will give BroadIP access to a significant database of loyal Ford racing fans for promotional and marketing activities, in addition to high profile visibility at nationally-televised V8 Supercar championship events.

This partnership is expected to add up to 7000 new clients to the BroadIP network over the two year period and is estimated to generate in excess of \$5.0 million in additional revenue per annum thereafter. It will also create significant brand awareness and further strengthen the BroadIP channel.

BroadIP will leverage the marketing reach of FPR and its associated company Ford Performance Vehicles "FPV" to promote its VoIP and data services to a loyal base of more than 40,000 official fan club members and other Ford racing fans through FPR's regular e-newsletters as well as promotional advertisements on the FPR and FPV web sites which receive over 60,000 unique visitors each month. BroadIP will also reach a broader base of Ford owners through the inclusion of promotional offers in magazines distributed to owners of Ford Performance Vehicles.

BroadIP and FPR will also today launch and jointly promote the "Join Broad Win a Ford!" promotion which gives any FPR fan or FPR website visitor who is directed to BroadIP and who becomes a BroadIP customer over the next six month period the chance to win a FPV GT Shockwave vehicle valued at over \$60,000, to be drawn after the Bathurst 1000 race in October 2006. All BroadIP reseller partners will also participate in the promotion.

The partnership makes FPR an integral part of BroadIP's aggressive Australian marketing strategy, giving BroadIP high impact signage on V8 Supercar driver Mark Winterbottom's Falcon. The BroadIP logo will also be carried on driver suits and uniforms and selected pit crew apparel.

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“Aligning the BroadIP brand with a marketing machine such as Ford Performance Racing is a gutsy but smart commercial decision for us,” said Vaz Hovanesian, Chairman of BroadIP’s parent company Broad Investments (ASX:BRO).

“It is another example of BroadIP continuing by effective and innovative means to develop significant new channels to grow our business. With Mark’s growing popularity and improving performance the expected TV exposure and coverage alone will be worth every cent of the deal.

“There is a lot of synergy between our businesses. The partnership brings together two of the fastest movers in their fields and we’re both driving to win!”

FPR Commercial Manager Simon Derrick said BroadIP was representative of a new generation of companies using motor racing to promote their brands.

“We are delighted to announce this partnership with BroadIP, a dynamic company going places, and we will be working hard to leverage the relationship throughout our own exclusive promotional channels and the greater V8 Supercar market,” Mr Derrick said.

The two year sponsorship will run until the end of 2007.

By Order of the Board

Broad Investments Limited