GLOBAL/GMG MERGER INQUIRY

Third party response to the provisional findings

4 March 2013

For the attention of Simon Polito.

I am writing to express my strongest support for the proposed merger of Global with Real and Smooth Limited.

Having been involved in radio advertising for many years I do not believe this merger in anyway would create a anti-competitive situation, in fact I am strongly of the belief that this will enhance the competition.

Radio is one of the most reasonable avenues for advertising, this is created by the fact they are competing not only with other radio stations but also with the printed and digital media, not to mention television.

As a business trying to get the best value from our advertising budget, this merger would help greatly.

Regards,

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