

For Immediate Release

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Pollen Digital confirms partnership with Droga5's Brett Mitchell

Sydney, May 2011: Today Pollen Digital ("Pollen") announced that Brett Mitchell will assume a newly-created role at the agency as a Director effective from June this year.

Brett, who has been Director of Digital at Droga5 Sydney for the last three years, was instrumental in the creation of their most awarded campaigns, namely Virgin Mobile's 'Right Music Wrongs' and V Australia's '4320' will assume his new role at Pollen in June.

In making today's announcement, Richard Bordes commented, "Pollen has always offered a balance of technical and creative services, Brett's appointment brings to the company the brand experience and integrated strategic approach that we require as we move into our next phase of growth"

"We have had a really great close working relationship for many years now, which has produced some truly ground breaking work. So it just really seemed to make sense from a skill and personality perspective to take this as far as we could go," said Brett of the Pollen team.

Pollen's founding partners Richard Bordes and Ross Gales have worked closely with Brett since 2008 when Pollen commenced functioning as Droga5's preferred production team for digital services. They have collaborated on clients that included Carlton United Breweries (VB, Crown, Cascade, VB Raw), Telstra and V Australia. This year their work on the "Cascade Brew your Own" site culminated in them being jointly awarded the AIMIA Award for "Best Advertising or Marketing Campaign", along with Tigerspike.

Droga5 reaffirmed that, for its clients, it will be very much business-as-usual, "In this new capacity, the Droga5 team is looking forward to continuing to work closely with the Pollen team - including Brett - to produce more high-calibre integrated digital projects that deliver exceptional results for our clients," said Droga5's Executive Planning Director/Partner, Sudeep Gohil

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About Pollen: Pollen was founded in 2007 by Ross Gales, Richard Bordes & Dan Miles. Pollen built a reputation for working with other creative businesses in the architecture, design, fashion & music industries, it was the balance of creativity and sound technical solutions that made them an attractive digital partner for Droga5. In addition to its work with Droga5, a significant part of Pollen's business is working directly with clients, including eBay & HCF amongst others. Pollen also operates behind-the-scenes providing bespoke digital media services (campaign and promotional websites, digital brand strategy, social network activity and apps) to leading Australian advertising agencies for their clients. www.pollen.com.au

Fact Sheet: Pollen Digital (www.Pollen.Com.Au), May 2011

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....Brett Mitchell to Pollen cont'....

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About Droga5 and Pollen's collaboration: Droga5 Sydney opened in early 2008 and in 2009 was named "Australian Agency of the Year" by B&T. Pollen formed in 2007 and has been the preferred developer of digital services to Droga5 since Nov 2008. Together they have produced brand sites and campaign microsites for VB, Crown Lager, Telstra & V Australia.

About Ross Gales: Ross has been working in digital media for 10 years as an interactive designer and forged a successful freelance career doing the rounds at some of Sydneys most respected agencies. He then founded Pollen Digital with Richard Bordes in 2007. Ross' current role as Creative Director at Pollen Digital sees him working on projects for VB, Crown, Cascade, Telstra & V Australia through their relationship with Droga5, as well as lead creative and strategy for a select group of Pollen Digital clients including eBay and HCF.

About Richard Bordes: Richard has over 15 years experience in the field of Information Technology. He is a multidisciplinary technologists who has worked on projects for Columbia Tri Star, Le Meridian Hotel group, People Telecom, Macquarie Bank, ABN AMRO, Multiplex, VideoEzy, Channel 7(Aus), ITV (UK), ChannelV, MusicMax, Glue Store and Oroton. He founded Pollen Digital in 2007 with Ross Gales. Richard now acts as Pollen's Technical Director.

About Brett Mitchell: Brett has been working in the interactive industry for over ten years, most recently as the Director of Digital Droga5 Sydney. In that time he has developed numerous enterprise scale projects in the USA, Australia and Europe for a variety of blue chip clients including Activision, Coca-Cola South Pacific, CUB, Lee Jeans, Microsoft Xbox (AU, NZ and US), eBay, Disney Music, Australian Fashion Week, Telstra, LG, Sunglass, Sunglass Hut and Virgin Mobile. Many of these projects have won multiple industry awards including – Cannes Lion, US One Show, AIMIA, Webby and ADMA awards.

Note to Editors: a longer bio for Brett is available on request. It details his roles and achievements from starting up indie record label Thunk Recordings, to overseeing online music projects in NYC, Spin Communications as EP and later freelancing across a range of clients before his move to Droga5.

