



ASX Release

Date – 14th December 2006

Wellcom enters Web Printing

Wellcom Group Limited (**Wellcom**) (ASX Code: WLL) is pleased to announce that it has purchased 50% of the shares in the Adelaide based Kinkaid Pty Ltd, trading as Cadillac Printing.

Wellcom purchased the half interest on the 14th December 2006. The consideration was \$3,000,000 for the share, together with payment for, and assumption of a business loan owed to the vendor.

Cadillac Printing, which has been in business for over 25 years, has established a sound reputation in heatset and coldset web printing, with capabilities that service, retail, government and corporate clients.

Cadillac Printing is currently commissioning an additional high speed Rotoman press.

The business has the potential to provide Wellcom significant opportunities to offer its existing clients the ability to seamlessly order large run printed material, and conversely, the ability to demonstrate to existing clients of Cadillac Printing our suite of premedia and digital asset management services.

This purchase is consistent with our strategy of acquisitions that either complement or expand the company's core business offering.

Wayne Sidwell, Chairman and CEO of Wellcom Group believes the opportunity to enter the web printing market in a cost effective manner will provide Wellcom with insight into the web printing market, and another valuable arm to complement our core business offering.

The balance of Kinkaid Pty Ltd is owned by an entity associated with Wayne Sidwell, being Wellcom Pty Ltd.

The effect of the purchase on earnings is not expected to be material in the current financial year.

For further information contact:

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