

Media Alert: Monday October 25

Australia's Leading Business and Research Strategists Welcome Campaign Engagement by UK Conservative Party

Australia's pre-eminent business strategy and research consultant, Crosby|Textor is pleased to announce its engagement by the UK Conservative Party; to assist in providing overall campaign direction and polling advice in next year's general election.

Joint Managing Director Lynton Crosby will be directing British Conservative Party leader Michael Howard's campaign advising on campaign development and implementation. Advice on polling and research will also be provided by the company's fellow Joint Managing Director Mark Textor.

Crosby|Textor staff will continue to spend some time in the United Kingdom and other countries as part of their work on a range of international relationships. Crosby|Textor's Australian business remains the company's prime focus.

Mr Crosby and Mr Textor said today that they were very pleased with the continuing strong growth of their business and the engagement by the Conservative Party was testimony to the professionalism and experience of its team.

While politics is Crosby|Textor's heritage, the company's main focus is the provision of high level business and communications advice market research to companies, associations and their CEO's around the world. It has offices in Canberra, Melbourne and Sydney and internationally through its exclusive strategic Australasian alliance with Wirthlin Worldwide, an international strategic consulting firm. Wirthlin provides Crosby|Textor access to cutting edge market research tools that are unrivalled by any other global firm. Crosby |Textor counts as clients some of the most prominent CEO's, boards and listed companies in Australia.

Lynton Crosby was the campaign director for Australian Prime Minister John Howard's 1998 and 2001 election victories. Mark Textor was the official pollster for the Mr Howard's Liberal Party in the '96, '98 and 2001 federal elections. Earlier this month Mr Howard won a historic fourth term – with Mr Textor, once again, providing exclusive polling and strategy advice.

Please find biographies of Lynton Crosby and Mark Textor attached. For further information about Crosby|Textor please visit our website www.crosbytextor.com or contact:

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Lynton Crosby
Joint Managing Director & Co-Founder of Crosby|Textor

Lynton Crosby is one of Australia's leading business and political campaign strategists and communications advisers.

With political and private sector management, marketing and communications experience spanning more than two decades, Lynton has been acknowledged by the Prime Minister John Howard as Australia's most outstanding political professional, irrespective of Party, in his three decades in politics.

Lynton Crosby was the Campaign Director for the Liberal Party's winning national election campaigns in 1998 and 2001.

He has worked on twelve Federal Elections and more than a dozen State Elections, as well as campaigns in the United States. Lynton Crosby was named by The Bulletin magazine in June 2002 in an edition especially dedicated to Power as one of Australia's political movers and shakers.

Uniquely, Lynton has applied his political acumen to the corporate world and provides high level strategic advice and counsel to the executives and boards of many corporations and organisations.

His corporate and political pedigree is unique. Few other business strategists have provided high level political, policy and campaign advice to Prime Ministers, Premiers, Ministers, Opposition Leaders and Members of Parliament. An active participant in the International Democrat Union and Asia Pacific Democrat Union he has also traveled abroad extensively briefing and consulting to political leaders and aspirants from all continents including in particular USA, Europe and the Asia-Pacific region.

Lynton has successfully directed lobbying, communications campaigns, and provided strategic counsel for companies in resources, finance and banking, media, retailing, agribusiness and manufacturing.

He has direct corporate experience in joint venture and resource project management, government and public relations and marketing for oil giant Santos and Australian corporate Elders Limited.

Lynton holds a degree in Economics from The University of Adelaide.

Mark Textor, QPMR
Joint Managing Director & Co-Founder of Crosby|Textor



Mark Textor is one of Australia's most renowned researchers.

His unique grasp of public opinion and success in delivering winning strategic advice to public and private sector clients prompted Business Review Weekly (BRW) to include him in its list of Australia's 50 Most Influential People in Australian Business (2000). The Australian Financial Review also named Mark as one of the 10 most powerful people in Australia in 2002 and nominated in 2003. He was the youngest figure nominated in both the BRW and the AFR lists.

Mark's clients have included governments, premiers and opposition leaders in every state, Kellogg's, Pfizer, Woolworths, AMP, GIO, Snowy Hydro, National Australia Bank, The Bulletin, British Nuclear Fuels, Mobil, Bunnings, Wesfarmers and Philip Morris to name a few. He has also been engaged by more than 20 national industry associations including the AMA, the NFF, ASFA, Free TV and the Minerals Council.

Mark has personally directed research around the globe at the highest levels, providing direct polling and strategic advice to John Howard in his victorious 1996, 1998 and 2001 elections and was exclusive pollster and strategic consultant to the Australian Prime Minister in his historic fourth term victory in 2004. Mark also provided research advice for New Zealand Prime Minister Bolger in his 1997 victory and later NZ Prime Minister Shipley. He has polled for a British Prime Minister and conducted political research in Thailand. As part of the Wirthlin Group's Political Team he also assisted in directing polling in four US congressional and gubernatorial races in 1994, with a 3:1 win/loss record. Recently, he masterminded Prime Minister Laisenia Qarase's victory in Fiji.

Prior to founding Crosby|Textor, Mark Textor was Australasian Managing Director and one of the three Asia-Pacific team leaders of Wirthlin Worldwide, a USD\$60+ million dollar market research firm with offices in Singapore, Hong Kong, Canberra and Sydney.

Mark holds a degree in Economics from The Australian National University. He is a full member of the Australian Market and Social Research Society (AMSRS) and is a Qualified Practising Market Researcher (QPMR) the accreditation for Australian researchers with a wider range and depth of expertise.

Mark was a state representative cyclist and still rides in his spare time. He was born and raised in the Northern Territory.