



MEDIA RELEASE

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Daintree Networks named 'Cool Company'

Daintree Networks has been named a 'Top 50 Cool Company' at the Australian Anthill Magazine 2007 Cool Company Awards.

"Daintree Networks should be very pleased with its selection. The Cool Company Awards attracted over 650 nominations from some very cool companies from all across Australia. Daintree Networks demonstrated some seriously cool qualities," said James Tuckerman, Editor-In-Chief, Anthill Magazine.

"Most business award programs are only interested in two little words: Revenue growth. Anthill is not simply about wealth creation. Of course, the ultimate goal is to make a profit, but never to profit at all cost. Cool companies are creative, fun loving and commercially astute. Daintree Networks joins a growing 'alumni' of cool companies, focused on innovation, entrepreneurship and business success through clever thinking."

The national awards will be held at a Gala Ceremony at the offices of primary sponsor PricewaterhouseCoopers on 27 September 2007, when category winners and the 'Coolest Company Award' will be announced. The Cool Company Awards edition of Anthill Magazine will be released on 4 October 2007 (available at all good newsagents).

What are the Cool Company Awards?

The annual Cool Company Awards were created to publicly acknowledge and celebrate Australian organisations that are doing things differently – companies that defy convention to bring about positive change. The 2007 Cool Company Awards are judged across six categories. Each category winner will compete against other category winners for the overall PricewaterhouseCoopers 'Coolest Company Award'.

What is Anthill Magazine?

Anthill is a national business magazine dedicated to innovation, entrepreneurship and rapid business growth. Launched from the spare-bedroom of its then 26-year-old founder in late 2003 (with a little more a credit card and a desire to put the 'bite' back in business magazines), Anthill is known for its edgy and often irreverent approach to business reporting. It is a fun business magazine with serious economic purpose.

**For further information about the Cool Company Awards, contact:
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