

ASX/Media Release

23 January 2014

Senior Marketing Executive Appointment

Entellect Limited (**ESN** or the **Company**) is pleased to announce the appointment of Ms Marta Miernik as Marketing and Communications Director at its San Francisco based subsidiary KNeoWORLD Inc.

Marta will drive KNeoWORLD's product development and expansion of sales and marketing strategies.

With over seventeen years in the communications field and ten in gaming alone, Marta is a highly regarded media relations professional with demonstrated leadership skills and drive. She has a long track record of shaping the market for small, mid and large companies through differentiated strategies and positioning. Founder of PR Sirens, a prestigious PR firm catering to high tech and gaming companies, Marta directed strategic press affairs and public relations strategies for a series of leading gaming companies. Marta was instrumental in driving the success of G5 Entertainment, BulkyPix and Chillingo. She has launched a number of AAA titles including Angry Birds (Under Chillingo, the original build), Another World, Pix'n Love Rush, Special Enquiry Detail, and Ravensword: The Fallen King, Virtual City Franchise and many others.

Continuing on from her previous success, Marta was recently engaged to lead further development of communication strategies for a former client, G5 Entertainment. Marta continued to advance the publisher's position in the marketplace through her communications strategies.

Prior to her time with PR Sirens and G5 Entertainment, Marta held the position of PR Director at AGEIA Technologies, and oversaw global media relations for the company. She was instrumental in repositioning and the relaunch of the AGEIA PhysX technology that influenced NVIDIA in purchasing the company.

Before her time at AGEIA Technologies, Marta held the position of Head of Marketing and Communications for GameSpy where she was instrumental in repositioning Gamespy and its middleware tools.

Previously Marta spent seven years at a series of communication firms where she spearheaded strategic PR for high tech clients including Transmeta, Chipcon, FileNet, AOpen and Acer. She was instrumental in launching the first Tablet PC and working hand in hand with communication teams of Microsoft, Intel and Acer.

James Kellett, CEO of Entellect said, "we welcome Marta to Entellect and look forward to utilising her skills in the further development of KNeoWORLD and our continued roll out through the US PTA network and other markets".

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