



MEDIA RELEASE ** MEDIA RELEASE ** MEDIA RELEASE ** MEDIA RELEASE

30 October 2007

New CEO to head Harvey Beef

Michael Rapattoni has been appointed the Chief Executive Officer of Harvey Industries Group (HIG), trading as Harvey Beef. Effective from 1 November 2007, he will take over the reign from Mark Spurr who was appointed Interim CEO in July 2007. Harvey Beef is Western Australia's largest producer of high quality beef for the local, national and international markets. It is also among Australia's top 25 red meat processors.

"We are delighted to announce Michael's appointment" said Mark Spurr. "Since he joined the organisation in August 2006 as Chief Financial Officer, Michael has developed a deep understanding of the business and has been a key driver of the company's operational and strategic development."

"Michael has excellent academic and business credentials, and we have every confidence in him leading the exciting future growth journey of the Harvey Industries Group," he said.

Mark Spurr leaves Harvey Beef on 1 November 2007. In his role as Interim CEO, Mark's excellent stewardship has been greatly appreciated by the organisation.

Harvey Beef was founded in 1919 by Ernest George Green and his wife Emily. Known as EG Green & Sons, it grew from a modest family-run business with "just a handful of cattle", to become a true Western Australian icon, synonymous with the beautiful 'clean and green' environment of the pristine South West, and with the good old fashioned values of quality, reliability and service.

Harvey Beef operates within a culture of continuous quality improvement and through innovative procedures that meet stringent production, safety and hygiene standards. Currently around 70 per cent of its product is exported overseas – in particular to Japan, Korea, Indonesia, USA, Singapore, Taiwan and the Middle East.

Harvey Beef was purchased in April 2006 by the Harvey Industries Group, owned by Stark Investments and Harmony Capital Partners.

-Ends-