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THE LEADER IN RESOURCE RECOVERY

## MEDIA RELEASE

March 6, 2012

### New Website for Recycling & Waste Management Leader

Australia's leading resource recovery, recycling and waste management specialist, SITA Australia (SITA), has launched a brand new customer-focused website.

SITA's National Manager Communications, Liz Eassie, said "The introduction of the new SITA brand in August last year provided us with the opportunity to strengthen our communication process and improve the business interaction capability of our online presence."

"The new website has a focus on engaging our customers to improve their sustainability performance and increase their resource recovery activity at a competitive price."

The site provides visitors with an overarching view of SITA's activities and allows for improved two-way conversations, particularly with individuals, communities and customers looking to actively engage with SITA.

At the same time, SITA has also unveiled its company-branded YouTube Channel – [youtube.com/SITAAustralia](http://youtube.com/SITAAustralia).

"This new online presence truly reflects our extensive service and product range; the SITA YouTube Channel is another communication vehicle that we will actively use to promote these activities," said Ms Eassie.

In today's market, customers and prospects expect to know who you are and how your company stacks up against your competitors. And they expect to find that information immediately.

"We are a successful company known for our service excellence within a very competitive environment," said Simon Lee, General Manager, Strategy and Sustainable Development.

"Last year we integrated the previous NSW-government owned WSN Environmental Solutions into our operations, and received our second 'Asia-Pacific Waste Management Company of the Year Award'."

"We are continually innovating and improving our products and services. The new website supports our focus on providing a better customer experience," said Mr Lee.

SITA will continue to develop the website and its online presence in line with customer and community expectations.

Take a journey through our website to see how SITA can help your business; your council; your school; and your community become more environmentally sustainable – [sita.com.au](http://sita.com.au)

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**SITA AUSTRALIA (SITA)** is a SUEZ ENVIRONNEMENT and Sembcorp Industries joint venture, providing weekly services to over 43,000 commercial and industrial clients and more than 3.7 million residents across Australia. SITA's services include domestic, commercial & industrial waste collection; waste assessments; resource recovery and recycling options; processing of organic materials into compost; renewable energy facilities; hygiene services; waste treatment; and product destruction. More information on SITA's services can be obtained by calling 13 13 35 or visit [www.sita.com.au](http://www.sita.com.au)

**SUEZ ENVIRONNEMENT** Natural resources are not infinite. Each day, SUEZ ENVIRONNEMENT (Paris: SEV, Brussels: SEVB) and its subsidiaries deal with the challenge to protect resources on a daily basis by providing innovative solutions to industries and to millions of people. SUEZ ENVIRONNEMENT supplies drinking water to 91 million people, provides wastewater treatment services for 61 million people and collects the waste produced by more than 50 million people. SUEZ ENVIRONNEMENT has 79,554 employees and, with its presence on five continents, is the world's leader exclusively dedicated to environmental services. SUEZ ENVIRONNEMENT, a 35.8% GDF SUEZ affiliate, reported sales turnover of 13.9 billion euros at the end of financial year 2010.

**SEMBCORP INDUSTRIES** is a leading energy, water and marine group operating in 19 countries across six continents worldwide. With facilities with 5,600 megawatts of gross power capacity and over six million cubic metres of water per day in operation and under development, Sembcorp is a trusted provider of essential energy and water solutions to both industrial and municipal customers. It is also a world leader in marine and offshore engineering, as well as an established developer of integrated townships and industrial parks. The Group has total assets of over S\$10 billion and employs over 8,500 employees. Listed on the main board of the Singapore Exchange, it is a component stock of the Straits Times Index and several MSCI indices