

SNOWBALL GROUP LIMITED
ABN 81 006 490 259
ASX: SNO

COMPLETION OF ACQUISITION OF WESTERN PACIFIC FINANCIAL GROUP

Completion

The Directors of Snowball Group Limited ("Snowball") are delighted to announce the completion of the acquisition of Western Pacific Financial Group Pty Ltd ("Western Pacific") today.

As previously mentioned in our August 22, 2006 release, the acquisition creates a significantly enlarged, specialist and non-institutionally owned advisory group with \$4 billion of funds under advice ("fua") and around 80 advisers.

Commenting on the acquisition, Snowball's Managing Director, Mr Tony McDonald noted the completed merger between Snowball's Outlook Financial Solutions branded business (Outlook) and Western Pacific gives rise to a much enlarged and more significant diversified financial advice business.

"This arrangement puts Snowball in a much stronger position with complimentary distribution businesses to suit various market segments" said Mr McDonald.

"Outlook and Western Pacific will continue to operate in their respective markets while drawing on each others expertise built up over the years, including Western Pacific's investment expertise and Outlook's robust back office capabilities."

"While the success of the merger is not dependent on extracting synergy benefits, we are delighted with the rapid progress achieved in working together to identify opportunities to share expertise. It's business as usual for both distribution channels but with the prospect of continual improvement in our ability to service customers across the board and to pass on scale benefits to our customers and shareholders alike", he added.

As a result of the transaction, Snowball has:

- an integrated service offer of insurance, accounting, tax and estate planning, financial planning and investment advice,
- greater scale - likely to bring better products and prices for clients,
- a more diversified offer for the market with different styles of distribution,
- larger service network, Australia wide,
- increased client services and organisational support,
- greater pool of intellectual resources, and
- two financial planning businesses which will complement each other with expertise in an even larger range of initiatives.

New Director

The Board also welcomes Mr David Guy to the Board of Snowball. Mr Guy will act as a non-executive Director of Snowball and will also be appointed to Snowball's Investment & Risk Committee

Mr Guy is Executive Chairman of Officium Group Pty Ltd (previously known as Western Pacific Group Holdings Pty Ltd) and Managing Director and Chief Investment Officer of Officium Capital Ltd (a wholly owned subsidiary of Officium Group engaged in funds management). Mr Guy has worked in the financial services industry and with WPMG since 1996.

Shareholders approved Mr Guy's appointment upon completion of the transaction in a unanimous vote at the recent General Meeting on 16 January 2007.

"David brings a wealth of experience particularly in investment markets and portfolio management. He's an important addition to our Board and also to our Investment Committees", said Mr McDonald.

For further enquiries:**Mr Tony McDonald**

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Mr David Guy

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