

**ASX Announcement
Engin Limited (ENG)****31 July 2007**Company Announcements Centre
Australian Stock Exchange**Media Release:**431 Warringah Road
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W: engin.com.au**ENGIN APPOINTS MAX ALEXANDER AS NEW CEO**

Sydney, 31 July 2007: Engin Limited today announces a leadership change to the CEO position. This follows the recent TiVo and Optus broadband announcements which will transform Engin into a "triple play" business, combining ADSL2+ broadband offering broadband telephony and TiVo DVR offering.

Mr Max Alexander will be Engin's new Chief Executive Officer. Max is relocating from the UK and will assume his position in November 2007.

As the former MD of Carphone Warehouse's Communication Division, Max built and operated both the "Fresh" MVNO Brand (Mobile Virtual Network Operator) and "TalkTalk" the fastest growing telecoms business in the UK. Max grew TalkTalk from concept to 2.5m subscribers and £500m of annual revenue in less than three years through an aggressive broadband telephony, naked DSL roll-out.

Ilkka Tales, the founding CEO of Engin Ltd and the brainchild behind creating the leading broadband telephony offering in Australia has transitioned his role consistent with the "triple play" strategic platform and to execute on that vision. Mr Tales will remain in the CEO role until Mr Alexander is able to transition from his current role into Engin at which point Mr Tales will continue to focus on the many strategic possibilities for Engin.

Will Jephcott, Chairman of Engin, said, "We are very pleased that Max has agreed to join Engin. He is the ideal person to take Engin forward in its next stage of development. With a special focus on marketing, he brings to Engin significant experience in building the fastest growing telecoms business in the UK coupled with media and internet experience at Sky. Max's experience at growing companies and his demonstrated operational capabilities provide the skills we need to take the company forward during what is expected to be a high growth phase".

In making the announcement, Mr Jephcott also paid tribute to Mr Tales's contribution to Engin. "We thank him for envisioning the Engin concept and in the complex task of establishing the business and look forward to his ongoing support for the future."

About Engin

Engin, listed on the ASX (ENG), is Australia's leading Broadband phone company, cutting the cost of calling for tens of thousands of homes and small businesses across Australia. By using Engin products, broadband users can keep their previous phone number to receive calls, whilst making great savings with their outbound calls. As at 6th June there were 75,000 subscriber services. Engin's customers receive high quality calls using VoIP (Voice over Internet Protocol) technology. Engin is the primary distributor of TiVo which is expected to launch in Australia in early 2008.

Engin is headquartered in Sydney, Australia and was granted its telecommunications carrier license in March 2004 to deliver a digital voice service across existing broadband connections. Winner of the ATUG Best Communications Solution – Small Business 2006 award and the 2005 iAwards AIIA communications category, Engin provides affordable telecommunication alternatives for all Australian consumers and businesses. For more information, please visit www.engin.com.au.

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