



Press release

## Renaissance appoints new Chief Marketing Officer

**Auckland, 23 July 2010:** Renaissance (NZX: RNS) has announced the appointment of Warwick Grey to the position of Chief Marketing Officer effective from 23 August 2010.

“Marketing is pivotal to the growth and transformation of Renaissance and I am delighted to have Warwick Grey, an innovative marketing executive with great talent and strong strategic thinking, join our team”, said Richard Webb, Chief Executive Officer of Renaissance Group. “Warwick is passionate about customers and technology and he has experience across a wide range of disciplines which will really help us transform Renaissance.”

This is a return to Renaissance for Grey, who originally started the company with his brother Trevor in 1989. The Grey brothers grew the company from three employees to 30 and six years later sold the company to pursue other business interests.

Grey most recently worked at Hewlett Packard (HP) as marketing manager of the Personal Systems Group across Australia and New Zealand, and had previously worked as marketing manager for the HP Personal Systems Group in New Zealand. Grey has also previously worked for Microsoft New Zealand as marketing manager for the Small and Medium business group and for Corel, a Canadian software company. In addition Grey has owned and managed several of his own publishing companies.

An experienced marketer and popular speaker, Grey is well known to IT and business people in New Zealand. Active with the Auckland Chamber of Commerce, Grey has literally presented to thousands of New Zealanders over the years, helping them to get the most out of their computer equipment and learn how to embrace the latest technology.

In 2008 the New Zealand Excellence Foundation awarded Grey the title of ‘Most Significant Contribution to Business Support by an Individual’ as part of the Vero Excellence in Business Support Awards.

“I am really looking forward to joining Renaissance again. Its 21 years since my brother Trevor and I started the business and with the terrific vision that Richard Webb has for Renaissance now seems like a great time to return,” said Grey.

“Renaissance is a New Zealand company with a unique position in the marketplace offering distribution, education, training and consumer solutions. This creates a great platform for growth into some of the newest areas of excitement in the IT market. I am looking forward to starting work with Richard and the management team to help further build a truly iconic New Zealand company,” said Grey.

~Ends~

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**About Renaissance**

The Renaissance Group enables creativity in nearly all facets of the digital economy in New Zealand.

Renaissance's activities extend into technology distribution and retail, serving the ICT needs of educational institutions; technical service and support; training; network infrastructure design and application development; assembling PCs and servers; and vocational education.

The Renaissance distribution business provides brand management for a number of well-known, high-quality vendors, and has represented Apple in New Zealand for over 25 years. The company also runs MagnumMac, the largest Apple specialist retail chain in New Zealand, and on-campus retail chain, StudentIT.

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