

To Our Customers, Business Associates and Staff,

A new Performance and Marketing team joins PFL.

The Chief Executive of Pacific Forum Line, Mr Henning C. Hansen, today announced the appointment of David Mitchell to the position of Manager – Performance and Marketing and Edward Rowney to the position of Analyst – Performance and Marketing both with commencement date of 3rd October 2011.

Both Mr Mitchell and Mr Rowney comes with strong credentials from the shipping industry and have both been involved in Trade Management, Marketing and Performance based roles and have both had overseas project assignment roles to add to their diversified CV.

“The roles they will be executing here at PFL is all about driving, supporting and challenging the organisation to not only deliver in line with budget and expectations but to exceed and expand our business portfolio to the overall benefit of our customers” said Mr Hansen.

“I’m pleased to have the two gentlemen join our strong family team here at PFL” continued Mr Hansen and further elaborated on the fact that he sees this new department as the ‘engine room’ for the new and invigorated PFL.

“We need to streamline our business and we need to put some processes behind the scene in order to support sustainable growth and drive our teams to new heights. Our shareholders will be expecting nothing less from us in this regard” concluded Mr Hansen.

Pacific Forum Line made its most recent service enhancement announcement last week by announcing an upcoming upgrade of service offerings to and from Fiji.

It is widely anticipated that further announcements in terms of summary of service offerings will be coming from the company who is developing trade in the Pacific for future generations.