

MEDIA RELEASE



JAMES MAGNUSSEN ANNOUNCED AS COMMONWEALTH BANK OLYMPIC GAMES AMBASSADOR

'The Missile' set to join fellow Olympians in CAN campaign

Wednesday, June 6 2012: Commonwealth Bank has announced James Magnussen, one of Australia's gold medal hopefuls of the London 2012 Olympic Games as one of its Olympic ambassadors.

'The Missile' – as James is commonly known – will join hockey star Jodie Schulz and javelin thrower Kim Mickle as the Olympic faces of the new Commonwealth Bank CAN campaign, ahead of the London 2012 Olympic Games.

Each will feature in a series of television commercials, which are due to air from June 17 until the end of the Olympic Games. Andy Lark, Commonwealth Bank Chief Marketing and Online Officer, believes that the attitude of James, Jodie and Kim, aligns perfectly with Commonwealth Bank's CAN campaign which was launched on May 20, 2012.

"James, Jodie and Kim share a powerful belief in CAN like every one of our employees and customers. As proud sponsors of the Australian Olympic team, we are delighted to play our part in rallying all Australians to believe we CAN at the 2012 Olympic Games," said Andy.

According to James, Jodie and Kim the mantra of the CAN campaign is relevant to their Olympic goals:

"There are always times when the odds are stacked against you but you need to remain positive and focused. I will definitely be trying to adopt the CAN philosophy when I am over in London, and hopefully will bring home the gold," said James.

"It has always been a goal of mine to represent Australia at the Olympic Games, and we look forward to giving it our best shot in London," said Jodie.

"I know what it means to be told you can't, having had a surgeon tell me that I would never throw a javelin at elite level again. It was only through hard work and dedication that I have made my Olympic dream possible," said Kim.

ENDS

For more information please contact:

Louisa Galligani
Senior Public Relations Advisor
02 9118 1784; 0468 987 335

