



MINELAB CONTINUES ACTIVE PRESENCE IN EUROPEAN MARKET WITH NEW SALES OFFICE IN CORK, IRELAND

Cork Sales Team to Lead Minelab's European Sales & Service Efforts

FOR IMMEDIATE RELEASE

CORK, Ireland (March 18, 2016) - [Minelab](#), the world leader in providing metal detecting technologies for consumer, humanitarian demining and military needs, today announced the opening of its new sales office in Cork, Ireland. In celebration, the company will host a public ribbon-cutting ceremony on Tuesday, March 22, 2016, at 9:30 a.m.

Located in City Gate, Cork in the Mahon area (Building 1000, Room 222), the new sales office allows the company to more effectively and efficiently manage its presence in Europe while providing wider regional sales and service support to its dealer network in the region. Minelab will continue to provide local service and repair for its customers without disruption through its five authorized service centers in Europe (UK, Italy, Czech Republic, Turkey and Greece) and four in Russia. New Minelab orders will be managed and fulfilled from the Dubai, UAE and Chicago, USA locations.

"We have an established history of over 15 years in Ireland, and with proximity to all European operations and a robust talent pool, it was important to us to retain an office in Cork," said Vincent O'Brien, European operations manager and sales and development manager for Minelab Detectors. "The grand opening of our new sales office reaffirms our commitment to maintaining a strong and active presence in Europe to support continued growth throughout the region."

In the past few years, Minelab enthusiasts have made significant discoveries around the world that have bolstered product awareness and interest in the company. These findings in conjunction with well-received product releases like the [GO-FIND Series](#) have been a driving force behind the business growth of 25 percent year over year in Europe, Russia and Turkey.

"We're continuously looking to improve our business operations and further sales potential in these markets," said Gary Schafer, general manager for global established markets and Latin America for Minelab Detectors. "We'll continue to deliver unparalleled customer service and to support our consumers through events, rallies and other activities they've come to appreciate."

Minelab offers consumers some of the most innovative metal detecting technology and equipment on the market; whether for adventure, gold prospecting or mining, the company's offerings continue to be a top choice for customers worldwide. To learn more about Minelab, visit minelab.com.

About Minelab:

Minelab is an Australian-built, multi-award winning business that has successfully scaled world markets to command global leadership in its key areas of operation. Based in Torrensville, South Australia with regional headquarters in Chicago, U.S. and Dubai, UAE, the company specializes in advanced electronic technologies. Since its origins in 1985 Minelab has been the world leader in providing metal detecting technologies for consumer, humanitarian demining and military needs. Through devotion to research and development and innovative design, Minelab is today a major world manufacturer of hand-held metal detector products. Over the past 30 years, Minelab has introduced more innovative and practical technology than any of its competitors and has taken the metal detecting industry to new levels of excellence. Minelab is a Codan Limited company (ASX: "CDA").

Media Contact:

VineSprout PR for Minelab
Katie Huffaker

256-710-1761
katie@vinesprout.com