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Media Release

20 October 2009

Silver Chef Appoints a New Business Specialist to Keep Business on the Boil

Brisbane equipment financier Silver Chef (ASX Code: SIV) has appointed a New Business Team Leader in its customer service department as the company targets growth from its Silver Chef and GoGetta “rent, try, buy” brands.

Jennifer Davis will lead the team in the Company’s new business customer service area and is charged with increasing customer satisfaction, planning operational activities for the department and skill development of team members.

Jennifer said that reducing turnaround time of applications for the Company’s two equipment finance products, Silver Chef and GotGetta, results in customers getting their vital business equipment faster and ultimately increases customer satisfaction.

In line with Silver Chef’s broader focus on human resources excellence, Jennifer’s role also includes mentoring, coaching and empowering the team to achieve the Company’s and their individual goals

Jennifer started with Silver Chef in February 2009 in the role of Customer Service Coordinator supporting customers and the Queensland & Victoria dealer network. Proving a valuable asset to the company, Jennifer’s passion, drive and commitment to customer service have seen her move up the ranks quickly. She moved into the role of deputy team leader, servicing major accounts and brokers before moving into her current position.

Jennifer said that the dynamic yet grounded culture at Silver Chef attracted her to the organisation.

“The fundamental core values of Silver Chef bring out the best in me and allows me to achieve and progress professionally,” Jennifer said.

“Silver Chef is a great place to work.”

Previous to working at Silver Chef Jennifer’s career was focused on attracting and retaining new business in the hospitality and events industry. She worked in this capacity at the University of Lincoln Conference Centre, in the United Kingdom, for two years. Prior to her time abroad, Jennifer led a large team at the Bardon Conference Centre, Brisbane.

High Resolution Image Available on Request.

For more information please visit our website www.silverchef.com.au or contact:

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About Silver Chef

Silver Chef was established in 1986 to help businesses fund their equipment needs through our Rent-Try-Buy® Solution. This keeps their options open and preserves their cash to grow their business.

Silver Chef Limited is an Australian Securities Exchange-listed equipment financier (ASX Code: SIV) focused on lending on commercial equipment for small-to-medium enterprise.

The Company has nation-wide operations and provides specialist asset financing operating under two brands: SilverChef – hospitality asset financing; and GoGetta - broader commercial equipment.

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Jennifer Davis, New Business Team Leader, Silver Chef



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