Appendix 3B

New issue announcement, application for quotation of additional securities and agreement

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 1/7/96. Origin: Appendix 5. Amended 1/7/98, 1/9/99, 1/7/2000, 30/9/2001, 11/3/2002, 1/1/2003, 24/10/2005.

ADE	FFECTIVE LIMITED		
	085 545 973 (the entity) give ASX the following	g information.	
Part 1 - All issues You must complete the relevant sections (attach sheets if there is not enough space).			
1	*Class of *securities issued or to be issued	Unsecured convertible notes (convertible into fully paid ordinary shares)	
2	Number of *securities issued or to be issued (if known) or maximum number which may be issued	12	

Name of entity

⁺ See chapter 19 for defined terms.

3 Principal terms of the *securities (eg, if options, exercise price and expiry date; if partly paid *securities, the amount outstanding and due dates for payment; if *convertible securities, the conversion price and dates for conversion)

The principal terms of issue of notes are as follows:

- 1. Each note has a face value of \$25,000;
- The notes bear interest at a rate of 12% per annum on the face value of the notes.
- 3. The notes are redeemable if a "Default Event" occurs before 6 June 2011 (Maturity Date);
- 4. All notes that have not been converted must be redeemed by the Company by the Maturity Date;
- 5. Convertible note are convertible into fully paid ordinary shares in the Company which will be calculated as follows:
 - total face value of the Convertible Notes to be converted / \$0.001 (conversion price per share)
- Convertible Notes will automatically convert into shares upon the earlier of the Company issuing a cleansing notice under section 708A of the Corporations Act 2001 Cth, or a prospectus.
- 4 Do the *securities rank equally in all respects from the date of allotment with an existing *class of quoted *securities?

If the additional securities do not rank equally, please state:

- the date from which they do
- the extent to which they participate for the next dividend, (in the case of a trust, distribution) or interest payment
- the extent to which they do not rank equally, other than in relation to the next dividend, distribution or interest payment

No. Notes will not be quoted or rank equally with any class or quoted securities. However, fully paid ordinary shares issued on conversion of notes will be quoted. Under the terms of issue of notes, those shares will rank equally with all other ordinary shares then on issue in the company.

5 Issue price or consideration

\$25,000 for each note (total: \$300,000)

6 Purpose of the issue (If issued as consideration for the acquisition of assets, clearly identify those assets) To raise funds for the ongoing working capital requirements of the business.

7 Dates of entering *securities into uncertificated holdings or despatch of certificates

14 December 2010

8 Number and *class of all *securities quoted on ASX (including the securities in clause 2 if applicable)

Number	+Class
4,922,004,599	Fully Paid Ordinary Shares

⁺ See chapter 19 for defined terms.

9 Number and *class of all *securities not quoted on ASX (including the securities in clause 2 if applicable)

Number	+Class
12	Unsecured convertible notes convertible into fully paid ordinary shares
2,000,000	Options exercisable at \$0.02 per share, expiring on 30 November 2011
2,000,000	Options exercisable at \$0.03 per share, expiring on 30 November 2011
2,000,000	Options exercisable at \$0.04 per share, expiring on 30 November 2011
180,000,000	Options exercisable at \$0.002 per share, expiring on 30 April 2015

10 Dividend policy (in the case of a trust, distribution policy) on the increased capital (interests)

N/A			

Part 2 - Bonus issue or pro rata issue

11	Is security holder approval required?	N/A
12	Is the issue renounceable or non-renounceable?	N/A
13	Ratio in which the *securities will be offered	N/A
14	*Class of *securities to which the offer relates	N/A
15	⁺ Record date to determine entitlements	N/A
16	Will holdings on different registers (or subregisters) be aggregated for calculating entitlements?	N/A

17	Policy for deciding entitlements in relation to fractions	N/A
18	Names of countries in which the entity has *security holders who will not be sent new issue documents Note: Security holders must be told how their entitlements are to be dealt with. Cross reference: rule 7.7.	N/A
19	Closing date for receipt of acceptances or renunciations	N/A

⁺ See chapter 19 for defined terms.

20	Names of any underwriters	N/A
21	Amount of any underwriting fee or commission	N/A
22	Names of any brokers to the issue	N/A
23	Fee or commission payable to the broker to the issue	N/A
24	Amount of any handling fee payable to brokers who lodge acceptances or renunciations on behalf of *security holders	N/A
25	If the issue is contingent on *security holders' approval, the date of the meeting	N/A
26	Date entitlement and acceptance form and prospectus or Product Disclosure Statement sent to persons entitled	N/A
27	If the entity has issued options, and the terms entitle option holders to participate on exercise, the date on which notices will be sent to option holders	N/A
28	Date rights trading will begin (if applicable)	N/A
29	Date rights trading will end (if applicable)	N/A
30	How do *security holders sell their entitlements <i>in full</i> through a broker?	N/A
31	How do *security holders sell part of their entitlements through a broker and accept for the balance?	N/A

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⁺ See chapter 19 for defined terms.

32	How dispo (exce broke	. ,	N/A
33	*Des	patch date	N/A
		Quotation of sec	Curities e applying for quotation of securities
34	Type (tick	of securities one)	
(a)		Securities described in Par	t 1
(b)			end of the escrowed period, partly paid securities that become fully paid, when restriction ends, securities issued on expiry or conversion of
		hat have ticked box	. ,
Tick to docum		e you are providing the informa	ntion or
35			ty securities, the names of the 20 largest holders of , and the number and percentage of additional olders
36			y securities, a distribution schedule of the additional number of holders in the categories
37		A copy of any trust deed fo	r the additional *securities

⁺ See chapter 19 for defined terms.

Entities that have ticked box 34(b)

38	Number of securities for which †quotation is sought	N/A	
39	Class of *securities for which quotation is sought	N/A	
40	Do the *securities rank equally in all respects from the date of allotment with an existing *class of quoted *securities? If the additional securities do not rank equally, please state: • the date from which they do • the extent to which they participate for the next dividend, (in the case of a trust, distribution) or interest payment • the extent to which they do not rank equally, other than in relation to the next dividend, distribution or interest payment	N/A	
41	Reason for request for quotation now Example: In the case of restricted securities, end of restriction period (if issued upon conversion of another security, clearly identify that other security)	N/A	
42	Number and +class of all +securities quoted on ASX (including the securities in clause 38)	Number N/A	+Class N/A

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⁺ See chapter 19 for defined terms.

Quotation agreement

- [†]Quotation of our additional *securities is in ASX's absolute discretion. ASX may quote the *securities on any conditions it decides.
- 2 We warrant the following to ASX.
 - The issue of the +securities to be quoted complies with the law and is not for an illegal purpose.
 - There is no reason why those +securities should not be granted +quotation.
 - An offer of the *securities for sale within 12 months after their issue will not require disclosure under section 707(3) or section 1012C(6) of the Corporations Act.

Note: An entity may need to obtain appropriate warranties from subscribers for the securities in order to be able to give this warranty

- Section 724 or section 1016E of the Corporations Act does not apply to any applications received by us in relation to any *securities to be quoted and that no-one has any right to return any *securities to be quoted under sections 737, 738 or 1016F of the Corporations Act at the time that we request that the *securities be quoted.
- If we are a trust, we warrant that no person has the right to return the +securities to be quoted under section 1019B of the Corporations Act at the time that we request that the +securities be quoted.
- We will indemnify ASX to the fullest extent permitted by law in respect of any claim, action or expense arising from or connected with any breach of the warranties in this agreement.
- We give ASX the information and documents required by this form. If any information or document not available now, will give it to ASX before 'quotation of the 'securities begins. We acknowledge that ASX is relying on the information and documents. We warrant that they are (will be) true and complete.

Sign here:	 Date: 20 December 2010
olgi i ficic.	 Date. 20 December 2010

(Company secretary)

Print name: SOPHIE KARZIS

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⁺ See chapter 19 for defined terms.