



ADEFFECTIVE LIMITED
(ASX: ABN)

ASX and Media Release

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AdEffective Limited Launching New Domain Name Monetisation Platform

AdEffective Limited (AdEffective or the Company) announces the launch of Yieldom, the second of its three major online advertising platform initiatives.

- **Partnership agreement reached with leading domain name services company, Park Logic.**
- **Further expansion of AdEffective Online Advertising business with innovative domain name management, monetisation and reporting platform, Yieldom.**
- **Yieldom to be formally launched in the US on 2 February 2011 at DomainsFEST.**

Since re-listing in the first half of 2010, the Company has developed a variety of new and innovative online advertising technologies to deliver methods to improve yield and extract maximum value for publishers and advertisers.

Yieldom is a new online advertising platform for managing, monetizing and reporting on parked domain names* and domain portfolios**, combining 'best of breed' monetization sources (including AdEffective's recently launched Footar platform) and reporting with a proprietary platform for improving yield on traditionally low value parked domain names and/or domain portfolios.

Yieldom presents the first true marriage of fresh editorial content, tier 1 & 2 monetization streams, and the most sophisticated and powerful reporting system in the domain parking industry.

AdEffective has partnered with one of the leading players in the domain name space, Park Logic, to jointly develop and launch the platform.

As a part of its overall strategy ParkLogic built a customer domain management platform on the acclaimed Salesforce.com system which provides a robust highly scalable solution as well as rapid development and deployment.

"AdEffective approached us early last year with their Yieldom domain solution to better monetize the approx. 80% of domains that do not generate sufficient traffic to be viable," said Michael Gilmour, CEO of ParkLogic. "Through the partnership with ParkLogic, Yieldom customers will enjoy an instant insight into the true value of their domains while generating significant upside through industry leading monetisation and optimisation".

Publishers and advertisers interested in learning more about Yieldom can see us at DomainsFEST in Santa Monica February 2nd/3rd or contact us through our website at <http://www.adeffective.com>.

The platform is currently undergoing live testing with 1000 domains. More detailed information on the Yieldom domain name management platform will be provided when Yieldom launches (expected to be on 2 February 2011).

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* "Parked domains" are domain names that generate revenue through advertising and editorial content.

** "Domain portfolios" are groups of domain names managed collectively to maximize return. Managers of domain portfolios will use Yieldom to look after all aspects of their domains and in return share revenue from the process.

About Yieldom

Yieldom is a wholly owned technology of AdEffective Limited, a publicly listed Australian company on the Australian Securities Exchange (ASX:ABN).

Yieldom is a complete turnkey solution for parked domains, allowing domain name managers/owners to manage all aspects of their domains and client portfolio domains. With editorial control, baked in advertising/revenue generation and reporting, Yieldom takes the hard work out of domain portfolio management.

Yieldom generates revenue for its partners through a variety of Tier 1 & 2 advertising sources and AdEffective's recently announced Footar platform.

Yield + Domains = Yieldom.

About AdEffective Limited

AdEffective is an online advertising business focusing on the distribution of search advertising to publishers and publisher networks and more recently, on the design and development of innovative new platforms and technologies in the online advertising space to help improve advertiser ROI and generate more revenue for its publisher partners.

About Park Logic

For the past five years, ParkLogic has been monetising and managing domain name traffic on behalf of professional domain name and domain name portfolio owners. ParkLogic is now managing over 400,000 domain names which generate over 3 million unique visitors per day making ParkLogic a significant global Internet traffic aggregator.