



ADEFFECTIVE LIMITED  
(ASX: ABN)

## ASX and Media Release

3 February 2011

### AdEffective Launches Yieldom- A 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.

- **Yieldom formally launches in the US, 2 February 2011 at DOMAINfest.**
- **Yieldom launching with a portfolio of 20,000 domain names, growing to 150,000 shortly after launch.**
- **Yieldom is launched in partnership with Park Logic and Distribute Your Articles.**

Yieldom is a new online advertising platform for managing, monetising and reporting on parked domain names and domain portfolios. It combines detailed reporting with 'best of breed' monetization sources – including AdEffective's recently launched Footar platform. The proprietary platform improves yield on traditionally low-value parked domain names and/or domain portfolios.

Yieldom has forged an exclusive partnership with DistributeYourArticles.com (DYA), the industry leader in digital content distribution. DYA provides human-written, editorial-reviewed content in the form of informational articles, opinion pieces and unbiased product reviews.

DYA provides 600,000 edited articles exclusively to Yieldom over in over 1000 verticals and is adding over 20,000 articles to the platform every week.

Each site in a domain portfolio receives specifically relevant content, consistently delivered in a way that encourages web visitors to frequently return to, or even bookmark, the domain.

Syndication by DYA utilises Enterprise-class technology, a full-time staff of content editors, and defined processes honed over many years and hundreds of millions of article distributions.

Yieldom features a customer domain management platform developed by ParkLogic. Built on the acclaimed Salesforce.com system, it is a robust, highly scalable solution that also provides for rapid development and deployment.

The Yieldom domain solution has been developed to better monetise the approximately 80% of domains that do not generate sufficient traffic to cover their annual registration and hosting costs. Yieldom customers will enjoy an instant insight into the true value of their domains while generating significant upside through industry leading monetisation and optimisation.

"At today's launch, the Yieldom platform has over 10,000 domain names live with another 10,000 due online in the coming days," said Dean Jones, Managing Director of AdEffective Limited. "By

the end of February, we will have 150,000 domains running on the Yieldom platform.”

Publishers and advertisers interested in learning more about Yieldom can contact us through our website at <http://www.yieldom.com>

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### **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.

### **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 that generate over 3 million unique visitors per day making ParkLogic a significant global Internet traffic aggregator.

### **About Distribute Your Articles**

The heart & soul of DYA is a robust community of authors and publishers working together to increase their content marketing profits. Authors provide fresh, relevant content that increases the daily revenue generated by a domain and grows the domain’s underlying asset value. Publishers provide authors with visibility, backlinks and targeted traffic.

Syndication by DYA is a sophisticated approach to digital content distribution that simplifies content marketing campaigns for authors and publishers. DistributeYourArticles.com has the power, reach and capacity to supply millions of domains with specifically relevant content on a regular basis.