



ADEFFECTIVE LIMITED
(ASX: ABN)

ASX and Media Release

17 May 2011

Director Appointment and Resignation

AdEffective Limited (AdEffective or the Company) announces the resignation of Mr. Dean Jones as Managing Director effective from close of business today. Mr. Jones, who has recently increased his commitment to several unrelated investments, has advised the Company that his involvement in these other ventures significantly restricts his time availability and consequently his ability to fulfill his role as the Company's Managing Director.

Mr. Damian London, currently a non-Executive Director, and co-founder of PlanetW, has been appointed Chief Executive Officer of the Company and brings to the role a successful proven track record in the online advertising sector.

In addition, Barry Green, AdEffective's Global Head of Business Development, has been appointed to the Board of the Company. Barry Green currently manages Business Development, heads the Footar product line and AdEffective's US operations and has over 15 years' experience in sales and business development in the online advertising industry. Prior to joining AdEffective he was VP of Business Development for Jayde Online and co-founder of Online Media Ventures LLC. Barry Green replaces Mr Dean Jones as a director.

While Mr. Jones is resigning to focus on other interests, he continues to be a substantial shareholder of the Company. Mr. Jones will also continue to work with the Company as an advisor to help create new ideas and present interesting concepts and opportunities for the Company.

Mr. Andrew Plympton, the Company's Chairman, said, "We thank Dean Jones for his contribution to the Company and wish him well in his new ventures. I also welcome and very much look forward to Damian London taking the role of Managing Director and Barry Green coming on to the Board as the Company refocuses on developing its core business as well as growing its suite of online advertising products."

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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.

<http://www.adeffective.com>