



ADEFFECTIVE LIMITED
(ASX: ABN)

ASX and Media Release

24 May 2011

Change of registered address and principal place of business

1. AdEffective Limited (“**ABN**” or “**the Company**”) advises that the Company’s registered address and principal place of business has changed to:

Level 3
1 Collins Street
Melbourne
VIC 3000

2. ABN's new telephone and facsimile numbers are as follows:

Telephone: (03) 9665 0403
Facsimile: (03) 9650 5571

-END

For further information contact:
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Company Secretary
+613 9665 0460
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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>