



ADEFFECTIVE LIMITED
(ASX: ABN)

ASX and Media Release

21 June 2011

AdEffective signs MOU with Affinity to form Joint Venture for Footar Advertising Platform

AdEffective Limited (ABN or the Company) is pleased to advise that today a Memorandum of Understanding (MOU) has been signed with Affinity for the purpose of combining both AdEffective's "Footar" Advertising and Affinity's "InFooter" Advertising platforms.

Highlights:

- Affinity is a subsidiary of Hostway Corporation, a global leader in providing services over the internet, and one of the largest independent hosting providers in the world
- Formation of Joint Venture between AdEffective Limited and Affinity
- Joint Venture will bring the AdEffective Footar product and the Affinity In-Footer product together under one platform branded - Footar
- Companies will jointly work together to further develop combined product and fast track growth of revenues
- Access to 25,000+ Partner network sites across both AdEffective and Affinity companies

AdEffective this calendar year has delivered around 2 billion ad impressions through its advertising network across multiple regions including Australia, South East Asia and Latin America. Affinity, an independently operated subsidiary of the Hostway Corporation was founded in early 2006 to provide turnkey monetization solutions for a variety of publisher offerings. Affinity's flagship search monetisation product delivers 30 billion ad impressions to 75,000+ advertisers, each month. With the merging of technology and relationships of both the networks, the Footar Ad Unit is expected to capture a huge chunk of eyeballs/interactions from web visitors on over 30,000 websites across the globe.

Barry Green, Global Head of Business Development for AdEffective Ltd said "We believe the time is right to increase focus on the Footar platform and welcome the merging of our Footar and Affinity's InFooter platforms to exponentially grow revenues for the new Footar business."

Lavin Punjabi, Vice President of Business Development & Strategy of Affinity said "Both companies see the synergies in coming together to develop Footar. This product will provide our advertisers with a new source of traffic. As for our publishers, it adds a new source of monetization on our D-I-Y publisher suite. Working in conjunction with Adeffective will fast track the global expansion of Footar."

A formal agreement will be completed with Affinity to finalise formation of the new joint venture organisation in the next 30 days. Footar has been exceptionally well received globally by ABN's clients and partners. With the confidence of this market acceptance and endorsement, the Company has increased market development to acquire a substantially greater number of customers and websites for the Footar platform.

The Company will provide an update to the market on the status of the formal agreement on or around Tuesday 19 July 2011.

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About AdEffective Limited

AdEffective is an online advertising business focusing on the distribution of 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. AdEffective served more than ½ a Billion Ad Units in May 2011 through its partner syndication network.

Ad units served through AdEffective's publisher syndication network include search (ads based on keyword input), contextual (ads based on the content of a page) and Footer ads (ads which appear fixed to the bottom of a web page).

About Affinity

Founded in 2006, Affinity is a high-performance, contextual online advertising network which is a subsidiary of Hostway Corporation, a global leader in providing services over the internet, and one of the three largest independent hosting providers in the world. Affinity's Ad Platform enables over 75,000 brands to contextually break-the-ice with their target audience by serving more than 30 Billion ad impressions each month. This is achieved through exclusive contextual ad distribution on Affinity's network of 25,000+ partner syndication channels & in-house web properties. These represent a potent mix of Search, Toolbars, In-Text, In-Image, Display, Domain Parking, and other contextual traffic channels from across North America, Western Europe, India, and South-East Asia & Australia. For more information, visit <http://www.affinity.com>.