



**ADEFFECTIVE LIMITED**  
(ASX: ABN)

## **ASX and Media Release**

21 July 2011

### **AdEffective signs Publisher Agreement with the Rubicon Project Inc.**

AdEffective Limited (**ABN** or the **Company**) is pleased to advise that a Platform Publisher Agreement (PPA) has been signed with The Rubicon Project Incorporated (**Rubicon**).

#### Highlights:

- Access to the Display Advertising, which is expected to reach over 24% (\$7.61 Billion) of all online advertising market spend in the US in 2011\*
- Will allow Footar publishers to fill display advertising inventory needs with higher monetisation and in turn increase revenue growth
- Allows Footar to access Rubicon's advertising yield optimisation platform and technology
- Will provide Footar publishers access to the most sophisticated platform built to optimise online advertising

AdEffective and Rubicon have entered into an agreement to allow AdEffectives's online advertising delivery product, Footar, access the Rubicon Project REVV™ yield optimisation platform and the ability to help its publishers fill advertising inventory needs with higher monetisation.

With the combination of the Footar Product joint venture and the Rubicon Publisher Agreement, AdEffective Display Advertising revenues are expected to match AdEffective search advertising revenues within 12 months. Currently more that 95% of all revenue generated by AdEffective is in the search advertising sector.

Rubicons REVV™ Yield Optimization Platform powers the industry's largest display advertising marketplace. The REVV™ Marketplace, ranked #1 by Quantcast and reaching more than 500 million unique users, is a primary source of audience and inventory for more than 600 sales channels including ad networks, exchanges and DSPs. REVV™ processes over 50 billion ad transactions each month, or more than 20,000 every single second.

Footar is a fully customisable 'digital' search, content and advertising delivery platform which is launched via java-script, and fixed to the base of a web browser. Footar can deliver multiple ad units including display (Video Ads, Banner Ads, rich text ads) and text ads.

Barry Green, Global Head of Business Development for AdEffective Ltd said "We look forward to offering Rubicon Projects REVV™ technology to all Footar publishers in the coming weeks. This will lead to further deployment of the Footar to a significantly larger number of publishers thus expanding the Footar opportunity to drive significantly greater revenue through our system and a better value proposition to all publishers."

Finally, the Company would also like provide an update regarding the completion of a formal agreement with Affinity to bring the AdEffective Footar product and the Affinity In-Footer product together under one branded platform – Footar.

Due to further time required by both organisations' legal representatives to review the Joint Venture Agreement, an extension has been agreed to by both parties to finalise the formal agreement. The Company expects to be in a position to update the market in relation to the finalisation of an agreement within the next 14 days.

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\* Source: emarketer.com

### **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 partner syndication network include search (ads based on keyword input), contextual (ads based on the content of a page) and Footar ads (ads which appear fixed to the bottom of a web page).  
<http://www.adeffective.com>

### **About The Rubicon Project**

The Rubicon Project's REVV™ yield optimization platform, which processes 250 billion real-time bid transactions per month, is engineered to empower publishers to monetize digital content and data. The integration of DPG with REVV accelerates the liquidity of publisher inventory in the REVV Marketplace, which monetizes more than 70 billion ad impressions each month across more than 550 million unique users around the globe. Rubicon is backed by venture funds Clearstone Venture Partners, Mayfield Fund, IDG Ventures and Peacock Equity.  
<http://www.rubiconproject.com/>