



ADEFFECTIVE LIMITED
(ASX: ABN)

ASX Release

30 September 2011

AdEffective Annual Report

AdEffective Limited (**ABN** or the **Company**) confirms that its Annual Report for the year ended 30 June 2011 was lodged with ASX today.

During the finalisation of the Company's financial statements for the year ended 30 June 2011, it came to the Directors' attention that a provision in relation to commission payments payable in the year ending 30 June 2012 is required to be made in the accounts for the year ended 30 June 2011. This provision was not reflected in the Company's Appendix 4E for the year ended 30 June 2011. Accordingly, a provision for the amount of \$32,189 is reflected in the Company's Statement of Comprehensive Income and Statement of Financial Position for the year ended 30 June 2011.

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