



29 November 2011

Manager Companies  
Company Announcements Office  
Australian Securities Exchange Limited  
Level 4, Stock Exchange Centre  
20 Bridge Street  
SYDNEY NSW 2000

**Results of Annual General Meeting  
AdEffective Limited (ASX:ABN)**

In accordance with Listing Rule 3.13.2 and section 251AA of the Corporations Act, we advise details of the resolutions and the proxies received in respect of each resolution are set out in the attached proxy summary.

Yours faithfully

**Ms Sophie Karzis**  
Company Secretary

**2) Adoption of Remuneration Report**

The instructions given to validly appointed proxies in respect of the resolution were as follows:

<b>For</b>	<b>Against</b>	<b>Abstain</b>	<b>Proxy's discretion</b>
337,460,653	5,367,050	3,000	0

The motion was carried as an ordinary resolution on a show of hands.

**3) Re-election of Mr Andrew Plympton as Director**

The instructions given to validly appointed proxies in respect of the resolution were as follows:

<b>For</b>	<b>Against</b>	<b>Abstain</b>	<b>Proxy's discretion</b>
391,112,698	1,338,000	0	6,119,830

The motion was carried as an ordinary resolution on a show of hands.

**4) Re-election of Mr Barry Green as Director**

The instructions given to validly appointed proxies in respect of the resolution were as follows:

<b>For</b>	<b>Against</b>	<b>Abstain</b>	<b>Proxy's discretion</b>
390,712,698	1,738,000	0	6,119,830

The motion was carried as an ordinary resolution on a show of hands.