



ADEFFECTIVE LIMITED
(ASX: ABN)

ASX and Media Release

11 January 2012

Share Consolidation Timetable

The Company confirms that the timetable for the proposed share consolidation to be considered by shareholders at the Company's forthcoming extraordinary general meeting to be held on 9 February 2012 is as follows.

EVENT	DATE
Approval of Consolidation at the Company's general meeting	Thursday 9 February 2012
Last day of trading securities on a pre-Consolidation basis	Friday 10 February 2012
Commencement of trading of post-Consolidation securities on a deferred settlement basis	Monday 13 February 2012
Last day for the Company to register transfers on a pre-Consolidation basis	Friday 17 February 2012
First day for the Company to register securities on a post-Consolidation basis	Monday 20 February 2012
Despatch date for notice to shareholders and new holding statements	Friday 24 February 2012
Deferred settlement ends	Friday 24 February 2012
Normal (T+3) trading commences	Monday 27 February 2012
Settlement of trades conducted on a deferred settlement basis and first settlement of trades conducted on a normal T+3 basis	Thursday 1 March 2012

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About AdEffective Limited

AdEffective is an online advertising business that provides Publishers and Publisher Networks with enhanced search advertising exposure to increase their rate of return on advertising.