



ADEFFECTIVE LIMITED

(ASX: ABN)

ASX and Media Release

20 January 2012

Director Appointment and Resignation

AdEffective Limited (the **Company** or **AdEffective**) advises that Mr Barry Green is resigning as Non-Executive Director of the Company, effective from close of business today.

Whilst Mr Green is resigning to focus on other interests, he will remain in his role as AdEffective's Global Head of Business Development and in particular will continue to head the Footar product line and the Company's US operations. The Board thanks Mr Green for his contribution to the Company during his tenure as Director.

The Company is pleased to announce the appointment of Ms Sophie Karzis as Non-Executive Director of the Company, effective from close of business today. The Board advises that Ms Karzis will concurrently continue in her role as AdEffective's Company Secretary.

An Appendix 3Z (Final Director's Interest Notice) in relation to Mr Green and an Appendix 3X (Initial Director's Interest Notice) in relation to Ms Karzis will follow shortly.

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For further information, please contact:

Damian London

Chief Executive Officer

Email: damian.london@adeffective.com

T: + 61 3 9863 9742

M: + 61 419 329 615

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