



ADEFFECTIVE LIMITED

(ASX: ABN)

ASX and Media Release

16 March 2012

Completion of despatch of Prospectus

AdEffective Limited (the **Company**) advises that despatch of its Prospectus dated 2 March 2012 and its accompanying Entitlement and Acceptance Form in relation to the Company's renounceable rights issue has been completed.

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For further information please contact:

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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.