

## ADEFFECTIVE LIMITED

(ASX: ABN)

### ASX Release

3 April 2012

#### Rights Issue Closure and Notice of Shortfall

AdEffective Limited (the **Company**) advises that its recent renounceable rights issue of 1 new share for every 1 existing share at an issue price of 1.5 cents per share with 1 free attaching option (exercisable at 1.5 cents and expiring on 30 June 2014) for every share subscribed (**Rights Issue**) closed on 30 March 2012 with the following results:

Total number of new shares on offer:	99,189,520
Total number of entitlement shares validly applied for:	16,935,293
Total additional shares validly applied for:	8,852,293
Number of applications received:	186
Total Underwritten Shortfall:	73,401,934 shares

The Company received a number of applications for new shares in addition to shareholders' entitlements under the Rights Issue. All of the applications for additional shares were satisfied in full.

The Rights Issue is fully underwritten and the Company confirms that in accordance with terms of the underwriting agreement, the underwritten shortfall of 73,401,934 shares will be taken up by the underwriter. The Company confirms that a shortfall notice has been issued in accordance with the underwriting agreement.

When completed, the total funds raised under the Rights Issue will be A\$ 1,487,843 before issue costs. The new shares are expected to be issued on 5 April 2012 and holding statements are expected to be dispatched on 11 April 2012.

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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.*