

ADEFFECTIVE LIMITED

(ASX: ABN)

ASX and Media Release

11 April 2012

Issue and allotment of new shares and options under Rights Issue

AdEffective Limited (the **Company**) advises that pursuant to the Rights Issue, the following securities were issued and allotted on 5 April 2012 to shareholders who sent in applications for their entitlement shares and additional shares under the Company's prospectus dated 2 March 2012 (**Prospectus**):

Entitlement acceptances by shareholders:	16,935,293 shares
Additional shares applied for by shareholders:	8,852,293 shares
Total shares applied for by shareholders:	25,787,586 shares

Total free attaching options (on a 1:1 basis): **25,787,586 options**

(collectively **New Securities**)

These figures do not include the 73,401,934 underwritten shortfall shares and 73,401,934 free attaching options (**Underwritten Securities**), and 33,063,174 underwriter options to be issued to the Underwriter and/or its nominees. The Company anticipates that the Underwritten Securities and the underwriter options will be issued and allotted to the Underwriter and/or its nominees shortly.

In accordance with the Prospectus, the Company will apply to the ASX for quotation of the New Securities in an Appendix 3B to follow shortly.

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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.