

ADEFFECTIVE LIMITED

(ASX: ABN)

ASX and Media Release

13 April 2012

Completion of Rights Issue

AdEffective Limited (the **Company**) is pleased to advise that its pro-rata renounceable rights issue under the Company's prospectus dated 2 March 2012 has been successfully completed.

A total of \$1,487,842 (before expenses of the offer) has been raised under the rights issue.

Underwriter securities

Further to the ASX announcement dated 11 April 2012, the Company confirms that the following shares and options exercisable at \$0.015 and expiring 30 June 2014 (**Options**) have now been issued and allotted to the Underwriter and/or its nominees:

Underwritten shortfall shares:	73,401,934
Free attaching Options to the underwritten shortfall shares:	73,401,934
Underwriter Options:	33,063,174

(collectively **Underwriter Securities**)

An Appendix 3B will accordingly follow this announcement.

Effect of Rights Issue on Capital Structure

The Company confirms that pursuant to the allotment and quotation of the Underwriter Securities, there will be 198,379,040 fully paid ordinary shares and 132,252,694 Options on issue in the Company and quoted on the ASX.

A table showing the Company's current capital structure is set out below.

Fully paid ordinary shares

EVENT	NO. OF SHARES
Shares on issue before Rights Issue	99,189,520
New shares issued to shareholder applicants under Rights Issue	25,787,586
New shortfall shares issued to Underwriter and/or nominees under Rights Issue	73,401,934
Total new shares issued pursuant to the Rights Issue	99,189,520
TOTAL SHARES CURRENTLY ON ISSUE AFTER COMPLETION OF THE RIGHTS ISSUE	198,379,040

Options to acquire fully paid ordinary shares

EVENT	NO. OF OPTIONS
Options on issue before Rights Issue:	2,600,000
Unlisted options exercisable at \$0.10 on or before 30 April 2015	1,600,000
Unlisted options exercisable at \$0.10 on or before 8 December 2015	1,000,000
Total new options issued pursuant to the Rights Issue*	132,252,694
Free attaching options (on a 1:1 basis per new share issued) exercisable at \$0.015 on or before 30 June 2014	99,189,520
Underwriter options exercisable at \$0.015 on or before 30 June 2014	33,063,174
TOTAL OPTIONS CURRENTLY ON ISSUE AFTER COMPLETION OF THE RIGHTS ISSUE	134,852,694

*The Company has/will apply to ASX for quotation of all new options issued pursuant to the Rights Issue

-End

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.