



ADEFFECTIVE LIMITED
(ASX: ABN)

ASX and Media Release

6 June 2012

AdEffective signs Footar Platform Licensing Agreement with EuroRSCG 4DMatrix

AdEffective Limited (**AdEffective** or the **Company**) is pleased to advise that a Technology Licensing Agreement (**TLA**) has been signed with EuroRSCG 4DMatrix (**EuroRSCG**). The TLA will provide EuroRSCG with a white label version of the Footar platform and technology.

Based in India and the United Kingdom, EuroRSCG is a digital marketing agency which houses core competencies in digital and new media. EuroRSCG is part of EURO RSCG Worldwide, one of the largest integrated marketing communications agencies in the world, made up of 233 offices located in 75 countries throughout Europe, North America, Latin America, Asia Pacific and the Middle East.

The Company announced in April 2012 that in-house proprietary software associated with the management of both XML advertising feeds and Footar Display advertising units had been further enhanced to allow the Company to license both platforms. The Company intends to license a white labelled version of the Footar platform to EuroRSCG, providing EuroRSCG with the ability to deliver Footar-style ad units across their network of websites.

The TLA provides AdEffective with a percentage of all revenue generated via the white labelled EuroRSCG Footar platform, whilst it provides EuroRSCG with an additional advertising revenue stream from distribution of the Footar Ad Unit to its publishing partners.

Damian London, Chief Executive Officer for AdEffective said, "We welcome the EuroRSCG 4D Matrix partnership and look forward to assisting EuroRSCG with the rollout of the Footar Ad Unit across their partner network."

Sandeep Madhavan, Chief Operating Officer for EuroRSCG said, "As part of Euro RSCG, we have developed strong relationships and associations with media owners, publishers, advertising networks and marketplaces. The Footar product will provide an additional source for publishers to generate revenues and advertisers to source advertising real estate."

Footar has been exceptionally well received globally by AdEffective's clients and partners, with the Footar network now delivering over 500 million* ad impressions globally per month. AdEffective will continue to invest in enhancing the Footar platform in the coming months to provide new and improved features to Footar.

* Statistics based on May 2012 ad delivery reporting

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About AdEffective Limited

AdEffective is an online advertising business that provides Publishers and Publisher Networks with enhanced advertising exposure to increase their rate of return on advertising. The Company operates two advertising divisions, Footar which focuses on the monetisation of display advertising, and AdFeed which focuses on the monetisation of search and contextual advertising feeds. Combined, the Footar and AdFeed businesses deliver over 900 million* ad impressions per month.

About EuroRSCG 4D Matrix

Based in India and the United Kingdom, Euro RSCG 4D Matrix is a digital marketing agency which houses core competencies in digital and new media. Euro RSCG 4D Matrix are part of EURO RSCG Worldwide, one of the largest integrated marketing communications agencies in the world, made up of 233 offices located in 75 countries throughout Europe, North America, Latin America, Asia Pacific and the Middle East.

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