



ADEFFECTIVE LIMITED (ASX: ABN)

ASX and Media Release

1 November 2012

Appointment of Director

AdEffective Limited (**ABN** or the **Company**) is pleased to announce the appointment of Mr Mark Gouloupoulos as a Non-Executive Director of the Board of the Company, effective from today.

Mr Gouloupoulos, *B.Com (Acc & Fin) SDIAM ADA2 (ASX) GDAFI*, an Associate Director of the Private Clients division of Patersons Securities Limited, has over 10 years' experience as an investment adviser and has broad based knowledge which applies across many areas of financial markets. Mark has particular expertise with small capitalisation stocks.

Mr Gouloupoulos is also a longstanding shareholder of AdEffective Limited.

The Directors welcome Mr Gouloupoulos to the Board of AdEffective and look forward to his contribution to the Company.

An Appendix 3X (Initial Director's Interest Notice) for Mr Gouloupoulos will follow shortly.

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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 monetization of display advertising and AdFeed which focuses on the monetization of search and contextual advertising feeds. Combined, the Footar and AdFeed businesses deliver over 900 Million* ad impressions per month.