



ADEFFECTIVE LIMITED
(ASX: ABN)

ASX and Media Release

19 June 2013

Appointment of Director

AdEffective Limited (**ABN** or the **Company**) is pleased to announce the appointment of Mr Domenic Carosa as a Non-Executive Director of the Board of the Company.

Mr Carosa is co-founder and Chairman of Future Capital an early stage Internet investment fund and CEO of dominet, a boutique technology investment/consultancy group. Mr Carosa was previously the co-founder and Group CEO of ASX-listed destra Corporation Ltd which was the largest independent media and entertainment company in Australia with revenues of over \$100m in 2007-8. He stepped aside from destra in April 2008.

With over 20 years' experience in business and technology, Mr Carosa has built a reputation as a leader in the Internet space building Australia's second largest virtual web hosting/domain company which he sold for \$25m in 2005-6. Mr Carosa is past Treasurer and Chairman of the Internet Industry Association (IIA) and holds a Masters of Entrepreneurship & Innovation (MEI) from Swinburne University.

Mr Carosa is also a substantial holder of AdEffective Limited.

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

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

-ENDS

For further information contact:

Andrew Plympton
Chairman
M: + 61 418 310 713

About AdEffective Limited

AdEffective is an online advertising business focusing on the distribution of advertising to publishers and publisher networks.

AdEffective has also formed a new Ecommerce division which will acquire and create online stores and transaction based websites.

<http://www.adeffective.com>

AdEffective Limited
ABN 93 085 545 973
61 Spring Street MELBOURNE Vic 3000
T+ 613 9286 7500 F+ 613 9662 1472
Website: www.adeffective.com.au
Email: info@adeffective.com.au