



MARKET RELEASE

7 October 2013

AdEffective Limited

TRADING HALT

The securities of AdEffective Limited (the “Company”) will be placed in Trading Halt Session State at the request of the Company, pending the release of an announcement by the Company. Unless ASX decides otherwise, the securities will remain in Trading Halt Session State until the earlier of the commencement of normal trading on Wednesday, 9 October 2013 or when the announcement is released to the market.

Security Code: ABN

Kate Kidson

Principal Adviser, Listings Compliance (Melbourne)

7 October 2013

Ms Kate Kidson
Principal Adviser, Listings Compliance (Melbourne)
ASX Compliance Pty Limited
Level 4 North Tower
525 Collins Street
Melbourne VIC 3000

By email only: kate.kidson@asx.com.au

Dear Kate

REQUEST FOR TRADING HALT

AdEffective Limited (the **Company**) requests an immediate halt to the trading of the Company's ordinary shares and options quoted on the Australian Securities Exchange (**ASX**) in accordance with ASX Listing Rule 17.1.


The trading halt is requested pending an announcement to be made by the Company to the market in connection with a proposed capital raising.

In accordance with Listing Rule 17.1, the Company provides the following information in relation to the request:

1. The trading halt is necessary to assist the Company in managing its continuous disclosure obligations as the Company expects to make a material announcement to the market in relation to a proposed fund raising.
2. The Company requests that the trading halt remains in place until the earlier of commencement of normal trading on Wednesday 9 October 2013, or when the announcement regarding the proposed capital raising is released to the market.
3. The Company expects to make the announcement to the market before the commencement of normal trading on Wednesday 9 October 2013.
4. The Company is not aware of any reason why the trading halt should not be granted or of any further information necessary to inform the market about the trading halt.

Please contact me if you require any further information concerning this matter.

Yours sincerely

A handwritten signature in black ink, appearing to read "Sophie Karzis".

Sophie Karzis

Director & Company Secretary