

Facilitate Digital Holdings Limited (ASX: FAC) Secures Major Growth in APAC

Sydney, Australia (25th March, 2008): Facilitate Digital Holdings Limited (ASX: FAC), a leading independent provider of digital marketing technology, today announced a number of major client signings across the Asia Pacific region, including Australia, New Zealand and Asia.

In Australia signings include **ACP Digital Australia, Razor Media and Paykel Media**, New Zealand has announced agreements with **Ogilvy, 3D Interactive (3Di) and Campaign Works**, and Asia has secured contracts with **OMD South East Asia, Acronym and M&C Saatchi**.

"We always expected 2008 would be a very productive year for us and clearly it is starting off that way," states CEO Ian Lowe. "We are excited to see such strong growth in all the markets. These wins validate the strength of our technology and it's exportability to competitive global markets. The value of data derived from an independent provider such as Facilitate Digital has also become increasingly valuable, a trend that will continue."

Impact Data Pty Ltd, Facilitate Digital's wholly owned subsidiary, has also secured a number of new clients including: **Independent Distillers, Boost Juice Bars, Iiriki Resort** and premier luxury golf course management company, **Troon Golf** – who manage 280 golf clubs around the world.

Since creation in 1999, Facilitate Digital has consistently expanded its product offering, customer base and global footprint to its current status of six core products, seven offices across three continents and in excess of 500 clients. Most recently Facilitate Digital has successfully expanded into the UK market.

"The business is undergoing very strong growth, with more to come", hinted Lowe. "We expect to make further announcements outlining major successes locally and abroad in the very near future".

About Facilitate Digital

Facilitate Digital creates digital advertising and direct marketing solutions that emphasise simplicity, integration and flexibility for agencies, web publishers and marketers worldwide. As the only global provider that offers a purpose built single platform solution across both marketing and business intelligence, our clients include global agencies such as Universal McCann, Zenith Optimedia, Starcom, Davinci Selectwork, Mediaedge and OMD, and large scale national and international advertisers including CBA, Foxtel, Hewlett Packard, NAB, Coca-cola, Nike, Armani, Billabong and Citibank. Our proven products and expertise in display advertising, search marketing, site analytics, agency workflow and lead generation empower clients to produce measurable results that increase their return on investment. With offices in Australia, Asia and Europe, Facilitate Digital works across cultures as well as digital marketing channels.

For more information:

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