

FACILITATE DIGITAL HOLDINGS LIMITED (ASX: FAC) ANNOUNCES PARTNERSHIP WITH U.S. MARKET LEADER

Sydney, Australia (14th August, 2008): Facilitate Digital Holdings Limited (ASX: FAC), a leading independent provider of digital marketing technology, today announced it has entered into a partnership and investment agreement with EyeWonder, a leading U.S. based provider of interactive digital advertising.

Headquartered in the U.S. with 12 offices around the world, EyeWonder has been an industry leading provider of rich media technology since 1999. The partnership sees Facilitate Digital offer the EyeWonder Interactive Digital Advertising solution - including rich media - as an integrated component within their digital media platform, to create one of the world's most comprehensive digital advertising solutions.

In addition to the partnership agreement, EyeWonder has agreed to make an investment in Facilitate Digital of up to \$2m. Further details of this investment are available in a separate ASX release.

"This is a truly momentous outcome for the company and our shareholders' said Facilitate Digital's CEO, Ian Lowe. "The combined Facilitate Digital - EyeWonder offering presents agencies with a fully integrated, end to end solution encompassing all digital marketing disciplines. We can now provide agencies with a more cohesive and efficient blueprint by which to service their clients and manage growth."

Ian Lowe goes on to explain; "Facilitate Digital continues to grow market share and is now a dominant agency provider in the Asia Pacific region. The addition and integration of the EyeWonder rich media solution offers clients a greater breadth of solutions, and opens the door to substantial opportunities for our agency clients, their advertisers and the company."

EyeWonder is the fastest growing rich media platform in U.S. servicing approximately 30% of the Fortune 1000, with a track record of creating the industry's most sophisticated and effective campaigns as stated by WPP company Dynamic Logic in their 2008 *Market Norms Benchmark Report*.

"Importantly, the partnership delivers scale that will generate profitable growth almost immediately. We believe this deal heralds the arrival of a new market force, puts our competitors on notice, and will prove game changing for Facilitate Digital." states Ian Lowe.

EyeWonder's CEO John Vincent is equally excited about the opportunities presented; "Like EyeWonder, Facilitate Digital is a company with a market-leading product suite and an exceptional leadership team. There is a compelling alignment between the two companies in philosophy and vision, and undeniable synergies across products and markets. We are certainly enthusiastic about the future, several large agency groups having already registered keen interest in our combined offering. In recognition of this we have also committed our own resources to service the APAC opportunity, located within Facilitate Digital's offices".

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. We are 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 New Dialogue; 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 on the company's digital marketing solutions or the global office locations, please visit www.facilitatedigital.com



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For Immediate Release

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About EyeWonder

EyeWonder, Inc. is the pioneering Interactive Digital Advertising provider that extends the reach of online rich media and interactive video ads to any interactive, digital device displays. Through its renowned technology, products and services, the company empowers advertisers, advertising agencies, and content publishers to centrally create, deliver, manage and optimize all of their interactive digital ad campaigns. EyeWonder's unique development process and campaign management platform enables the industry's most comprehensive creative capabilities, resulting in digital advertising campaigns that are proven to drive the best results. EyeWonder, Inc., headquartered in Atlanta, Georgia, U.S.A., continues to rapidly grow its business domestically and internationally in response to increasing worldwide demand for its innovative Interactive Digital Advertising solutions.

For more information on the company's digital advertising solutions or its global office network, please visit <http://www.eyewonder.com>.

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