

FACILITATE DIGITAL HOLDINGS LIMITED (ASX: FAC) ANNOUNCES OPEN ACCESS TO SYMPHONY MEDIA RESOURCE CENTRE

Sydney, Australia (23rd January 2008): Facilitate Digital Holdings Limited (ASX: FAC), a leading independent provider of digital marketing technology, today announced they will provide open access to the Symphony Media Resource Centre – at no charge.

Such a stance is of real significance for the global online media industry. Now for the first time, there is a central global repository of online publisher information accessible to all stakeholders of online media. A uniquely powerful resource, the Symphony Media Resource Centre will drive greater efficiencies in the sharing of information between buyers and sellers of media locally, across the APAC region and globally.

Located within the Symphony Media platform the Resource Centre provides users with access to invaluable information such as site profiles, key publisher contacts, visitation and audience demographic profiles, location and format information as well as other sales and credentials documentation for online publishers from all over the world. Facilitate Digital has been working in partnership with publishers from UK, Europe, Asia and Australia and New Zealand to make this information the most comprehensive and accurate resource available.

“Throughout the history of Symphony, we have fielded a number of requests for the publisher data within Symphony Media to be made available to all parties”; states CEO Ian Lowe. “Our decision to make this information publically available through the Symphony Resource Centre comes as a result of listening to the market as well as our own belief that open market access will drive further efficiencies for the industry.

Having such information in one central database is of significant benefit to the digital market. Centralisation of information drives process efficiencies for agencies, and acts as a passive quality control mechanism for publishers. Most importantly, a central database of relevant information removes significant costs for both media and creative agency, and reduces revenue loss for publishers as a result of creative material being submitted late, not to specification, or both.

Tom Peacock, Chief Product Officer, Display Solutions for Facilitate Digital adds, “Our Agency and Advertiser clients who benefit from Symphony Media’s superior workflow are not impacted by the open access of the Resource Centre” He further states. “In fact, many welcome it as they see it as a huge benefit for themselves, the Creative Agencies and Advertisers. When all parties have access to essential aspects of the management of the process, it becomes more scalable and profitable for everyone concerned.”

The Symphony Media Resource Centre is now available. Access can be requested through the Facilitate Digital website at www.facilitatedigital.com.

About Facilitate Digital

Facilitate Digital creates digital advertising solutions that emphasize 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, Carat, Mediaedge and OMD, and large scale national and international advertisers including CBA, Foxtel, Hewlett Packard, NAB 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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