

FACILITATE DIGITAL HOLDINGS LIMITED (ASX: FAC) ANNOUNCES LAUNCH OF FACILITATEONE

A comprehensive digital marketing system that sets the benchmark for data integration from multiple channels and positions Company for continued leadership.

Sydney, Australia (19th September 2007): Facilitate Digital Holdings Limited (ASX: FAC), a leading independent provider of digital marketing technology, today announced the launch of FacilitateOne, a comprehensive new digital marketing system that sets a new benchmark for integrating multi-channel marketing data.

FacilitateOne provides organisations with unprecedented access to essential digital marketing intelligence through one consolidated source – in the process enhancing the strategic value of client data, as well as delivering significant time and cost savings. Moreover, FacilitateOne is the operating system on which Facilitate Digital's next generation of products will be founded, in particular data warehousing technology.

"This solution further entrenches our foot print as a leading provider of comprehensive digital marketing technologies," states Ian Lowe, CEO of Facilitate Digital. "We recognise that tracking, measuring and understanding data is the key to success for online marketers, but for us delivering these integrated digital solutions is only the beginning. FacilitateOne represents a landmark release that will enable ongoing centralisation and integration of all marketing data, including cross media, sales and call centre."

As the first to fully integrate online display, rich media, search, web analytics and workflow toolsets, FacilitateOne is a data access and management breakthrough that enables any organisation to standardise, centralise and integrate multiple channels into one view. Importantly, FacilitateOne is founded on our unique integrated tracking technology *SmartFusion*. SmartFusion is a single generic tag that captures and reports activity across all marketing channels and site analytics activity.

"It was clear to us that online marketers needed a solution that does more than just centralise scattered pieces of data from multiple platforms," said Chief Product Officer James O'Toole. "So we focused on developing a comprehensive suite of tools that would give direct, real-time access to all their digital intelligence through a single source. FacilitateOne not only sets a new benchmark for the industry in this regard, but also provides Facilitate Digital with the platform to continue to lead in data integration and consolidation.

Facilitate Digital is simultaneously co-launching Facilitate Vantage, the solution that instantly displays the integrated data in a variety of visual formats for superior interactive performance monitoring. Facilitate Vantage allows users to drive digital advertising and eBusiness performance by bringing all the information marketers rely on anytime, in real-time, through one system, one view.

FacilitateOne allows users to link all Facilitate Digital component solutions, including Facilitate Vantage, and adapt them to their unique business requirement providing unparalleled scalability and performance. Built as a friendly architecture the solution enables organisations to build a robust and agile business intelligence infrastructure for all online marketing initiatives, across all levels of the organisation.

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.



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