

### FACILITATE DIGITAL LONDON ANNOUNCES APPOINTMENTS OF TWO KEY POSITIONS

**Sydney**, Australia (4<sup>th</sup> March, 2008): Facilitate Digital Holdings Limited (ASX: FAC), a leading independent provider of digital marketing technology, today announced two senior appointments for the UK operation; former Atlas Operations Director, Damien Healy to the role of Director of Operation and Sheila Williams as Director of Sales.

Damien Healy brings to Facilitate Digital extensive experience in both digital media and technical operations through his previous role as Operations Director for Atlas UK. Damien also has the unique perspective of a client from his prior role as Operations Manager with Sensis MediaSmart, a client of Facilitate Digital Australia. Damien's reputation and experience are sure to quickly strengthen and grow Facilitate Digital's presence in the UK market.

As the Director of Sales, Sheila Williams brings to Facilitate Digital nine years of online experience; most recently as the Head of Digital Partnerships for Associated Northcliffe Digital, formerly Associated New Media. Sheila's significant strategic business development background and a proven track record with some of the UK's leading search engines such as Excite UK is certain to bring strong market growth.

"We feel privileged to have Sheila and Damien join our team" says Julian Baring, Managing Director of Facilitate Digital UK. "Both bring a tremendous amount of business development and sales knowledge to the market, and are an extremely valuable addition."

CEO, Ian Lowe goes on to state; "We are excited about the opportunities ahead. With our product portfolios, technology, and employees in place we are clearly positioned well to serve the UK market."

These two appointments further strengthen Facilitate Digital's presence in the UK market. With offices across Europe, South East Asia, Australia, New Zealand and now the United Kingdom, Facilitate Digital is further strengthening its global expansion.

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#### 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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