

Facilitate Digital Signs “Top Guns” to Accelerate Business Development

Sydney, Australia (14th November, 2007): One of the world’s fastest growing providers of digital marketing services and solutions, Facilitate Digital has signed two new “top gun” business development specialists following the September launch of FacilitateOne, its comprehensive new digital marketing system that sets a new benchmark for integrating multi-channel marketing data. Both will work out of Facilitate Digital’s Sydney office and will help meet the surging demand for digital marketing services in Asia Pacific.

“Expansion and customer support are high priorities for Facilitate Digital,” said Mark Henning, Managing Director for Asia Pacific. “Having two highly accomplished business development specialists focused on the Australian region will further enable us to meet our goals.”

“There is also the issue of supply and demand” adds Kees de Jong, Director of Business Development for Australia “With the interest in FacilitateOne and Facilitate Vantage we need industry knowledge to support our existing clients and reach those that have expressed interest, Simon and Maurizio can do just that.”

Maurizio Marmotta has fifteen years experience building blue chip client lists for firms in new media advertising and direct marketing, IT & business consulting, and CRM & contact centre outsourcing. A Sydneysider, he has been working in London since 2002, most recently as UK Product Sales Manager for Come & Stay, Europe’s leading Email & Mobile push advertising agency. A marathoner, Maurizio understands that steady steps win in the long run.

Simon Hislop joins Facilitate Digital from the Auckland office of Hitwise Pty Inc., where he served as Business Development Manager for the leading online competitive intelligence service that has 1,200 global clients. Simon has consistently excelled in developing new business for former employers such as Nielsen//NetRatings NZ and Real Groovy Records Ltd, which operate New Zealand’s largest music stores. An avid fisherman, Simon has developed the patient touch that consistently turns nibbles into a catch.

Both gentlemen will be extremely busy the moment they walk through the door. The recent interest in FacilitateOne is clearly presenting Facilitate Digital as a company that understands the future of digital technologies.

About Facilitate Digital

Facilitate Digital creates digital advertising 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 SelectWorks, 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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