

### FACILITATE DIGITAL ANNOUNCES LONDON OFFICE AND NAMES MANAGING DIRECTOR

**Sydney**, Australia (13<sup>th</sup> February, 2008): Facilitate Digital Holdings Limited (ASX: FAC), a leading independent provider of digital marketing technology, today confirmed it will direct expansion into the UK markets via its recently established London office. Facilitate Digital also announced the appointment of Julian Baring to the role of Managing Director of the UK operation.

Located in Soho, in the heart of the city's media community, the company's London office was established off the back of time spent meeting the market and introducing key prospects to Facilitate Digital's portfolio of digital marketing solutions. The result of these efforts has been an exponential increase in awareness and engagement by key decision makers in the market.

"The outcome of this time invested has been overwhelmingly positive for us, creating awareness and engagement, and a strong differentiation built on collaboration. We are delighted to have someone of Julian's calibre to lead the UK operation from here," said CEO Ian Lowe. "Our recent time in London has presented a number of substantial opportunities. Under Julian's leadership, we are confident our UK business will be a strong contributor to corporate growth."

Aside from impeccable industry credentials, Julian brings outstanding experience as an accomplished executive in the digital marketing industry. Most recently Julian was a managing partner at Portobello Ventures Ltd in London, a digital media and technology venture capital incubator.

"This is an exciting opportunity with tremendous potential to make a significant contribution to Facilitate Digital," says Julian Baring. "The amount of interest from the local market is extremely positive and I am excited to be leading the team"

For Facilitate Digital this announcement further strengthens the continued global expansion that they have embarked upon in the past months, most notably the successful launch of the South East Asia location in October, 2007.

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#### 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 Selectwork, 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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**For more information:**

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