

**FACILITATE DIGITAL HOLDINGS LIMITED (ASX: FAC) ANNOUNCES INTEGRATION ROLL OUT WITH BCC ADSYSTEMS**

**Sydney**, Australia (15<sup>th</sup> July 2008): Facilitate Digital Holdings Limited (ASX: FAC), a leading independent provider of digital marketing technology, today announced it will begin the client roll out of BCC AdSystems integration with Symphony Media.

Available as part of the one-of-a-kind workflow solution, Symphony Media, this new integration further streamlines efficiencies with respect to digital media planning for both agencies and publishers. Agencies and Publishers will be now be able to confirm billing information such as monthly splits and commission structures through the Symphony Media insertion order management module. Agencies can then automatically adopt these agreed billing details to the BCC AdSystems Media tool BCC Media Desktop without the need to manually enter each line item.

For both groups the accuracy of billing is improved, time is saved through the automation of the process and the reduction in human error is significant.

Michael Lane, Director of Innovation for Facilitate Digital said, "We will be conducting a staged roll out to our clients to ensure seamless integration. "The integration of Symphony Media with BCC AdSystems allows Agencies and Publishers to control costs and manage media workflow for better profitability. It once again validates Facilitate Digital's commitment to simplifying digital marketing technology."

This solution is only available in Australia; for more information visit the company website or contact an Account Manager at Facilitate Digital. [www.facilitatedigital.com](http://www.facilitatedigital.com)

**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. We are 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 New Dialogue; 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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**About BCC AdSystems**

Established in 1978, BCC AdSystems is a privately owned company that specialises in the provision of software and business solutions for advertising agencies, media buying houses, media selling companies and associated organisations. With more than 130 clients in 13 countries, BCC AdSystems continues to consolidate its position as the market leader in Australia and build on its rapidly expanding client base throughout Asia. [www.bcc.com.au](http://www.bcc.com.au)