

### **FACILITATE DIGITAL ANNOUNCES APPOINTMENT OF NEW MANAGING DIRECTOR FOR ASIA PACIFIC**

**Sydney, Australia (20<sup>th</sup> March, 2008):** Facilitate Digital Holdings Limited (ASX: FAC), a leading independent provider of digital marketing technology, today announced the appointment of Damien Thomson as Managing Director for the Asia Pacific region.

Damien has held the position of Managing Director New Zealand for Facilitate Digital for 14 months and is promoted into the position formerly held by Mark Henning who recently stepped down from the role to pursue other interests.

Under Damien's management Facilitate Digital New Zealand grew 48% over the last 12 months, in addition to advancing the groups client footprint to now include the top five agencies in that market.

Prior to Facilitate Digital New Zealand, Damien held the positions of Head of Partner Services and Commercial Finance Manager for Associated Northcliffe Digital. The UK's leading digital publisher of premium-content consumer websites.

"We are excited to announce Damien's appointment to lead the region, his results in New Zealand speak for themselves, and give us every confidence in his abilities to manage the Asia Pacific region." states CEO Ian Lowe, "The Facilitate Digital team would also like to thank Mark Henning for his efforts during his tenure with us and we wish him great success in his future endeavours"

Damien will be commencing his new role in mid April, 2008.

#### **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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