

**Facilitate Digital opens office in UK
Mark Nall named Managing Director; will spearhead expansion from London office**

Sydney, Australia (15th August, 2007): Facilitate Digital Holdings Ltd ("the Company") (ASX: FAC), a leading independent provider of digital marketing technology, today announced the opening of a London office that will direct its expansion in UK markets. Facilitate Digital has confirmed the appointment of Mark Nall to the role of Managing Director of the UK operation.

The new office will strengthen the Company's ability to acquire new clients in the UK's burgeoning internet advertising sector, where expenditures broke the £2 billion (AUD \$5B) barrier in 2006, spurred by a 41.2% surge in growth as marketers moved their budgets online. In particular, the London office will complement Facilitate Digital's existing European footprint, providing the ideal platform to tap into lucrative pan-European contracts.

Mr. Nall brings more than a decade of experience in new media management, marketing and sales to Facilitate Digital. Most recently he held the position of Managing Director of Ad Pepper Media UK, where he restructured the agency sales team to significantly increase revenue and delivered sustained growth in excess of market growth. Prior to Ad Pepper he served as Director of Sales & Business Development UK for AltaVista Internet Operations Ltd., and as Sales Director for 24/7 Media UK.

"The UK expansion is part of Facilitate Digital's strategy of leveraging the exportability of our proprietary technology into large, rapid growth markets. We are winning significant market share with a clearly differentiated product and service blueprint. Now we are taking this blueprint to the UK, a market in which we have already established our credentials and commenced discussions with key customer prospects," said CEO Ian Lowe. "Mark is an exceptional talent so we are well positioned; I am delighted to announce this appointment."

Mr. Nall is equally enthusiastic. 'Facilitate Digital's integration capabilities are a generation ahead. Marketers and agencies have long been asking for one view across their various digital marketing and eBusiness initiatives. The upcoming global launch of *Facilitate One* will provide marketers with the first genuine example of how truly powerful the integration of these elements can be, and establish a future direction against which competitors will be benchmarked'.

Nall also stated that the release would; 'position Facilitate Digital as an industry and thought leader in UK market'.

About Facilitate Digital

Facilitate Digital creates digital advertising solutions that emphasize 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, Carat, 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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