

MEDIA INFORMATION

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Launch of Banner to Call™ – an Australian world first in online advertising ***Telephone-based digital marketing response system puts consumers in control***

Sydney, Australia: Two Australian technology companies today announced the release of 'click to call' for online advertising. Facilitate Digital, a global provider of online advertising technology along with communications and contact technologies developer, Nascomms, unveiled their 'Banner to Call™ for Advertisers' product, the result of extensive research and development collaboration.

The new service enables online marketers to target and serve a 'Banner to Call™' enabled advertisement onto any website. Consumers can respond directly to an online advertisement by entering their phone number into a field within the ad. Within a few seconds their phone rings, on the other end is the call centre of the advertiser.

Ian Lowe, Facilitate Digital CEO explains: "Banner to Call™ for Advertisers' is a first and offers online marketers their first look at truly integrated digital marketing. It delivers on the digital promise of combining broadcast media with direct marketing, allowing online marketers to integrate display advertising messages with a telephone based direct response.

"We've recently seen the likes of Google apply similar technology to search listings, but not within display ad formats," continues Lowe. "And unlike other 'Banner to Call™' technology isn't based on VOIP, so call quality is identical to that of a standard landline call, and connection isn't dependent on the consumer having installed VOIP hardware."

Nathan Betteridge, CEO of Nascomms is equally enthusiastic: We are very excited about extending this proven response technology into all online advertising formats. The combination of ClickCalling™ technology and the enormous reach of online advertising provides a powerful cross channel marketing tool for advertisers."

"The vast majority of businesses still rely heavily of telephone leads and person to person selling for business. This innovative solution will encourage many companies to invest in online advertising for the first time. Any advertiser using telephony to drive sales or support can benefit and in an extremely cost effective way."

Banner to Call™ for Advertisers benefits not just consumers and online advertisers but also digital publishers. For consumers, it cuts out the frustrations of endless selection menus as they are immediately connected with a qualified representative with advance knowledge of why they are calling. For advertisers, it enables fast, qualified assistance to consumers. While, for online publishers not only does it deliver the opportunity for increased advertising revenue, but it also enables consumers to respond directly to ads without ever leaving their website.

Facilitate Digital and Nascomms are already running live Banner to Call™ campaigns. Ian Lowe comments on feedback so far: "In the early stages of rolling this out across our operations in Australia, New Zealand, Asia and Europe, we've seen an incredible response from media agencies. And the evidence is compelling. The early signs are incredibly exciting, conversion rates are at unprecedented levels and advertisers in industries such as financial services and consumer services in particular are seeing amazing results."

For further information or to arrange an interview with Ian Lowe, please contact:
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Notes to editors:

About Facilitate Digital

Facilitate Digital works with media agencies and publishers to plan, execute and measure online marketing campaigns.

As authors of their own technology, the Facilitate Digital team makes the solution fit the campaign, rather than vice versa. The end result – Facilitate Digital clients achieve better reach, influence and awareness of their target audience.

Facilitate Digital's customer footprint extends across key Asian markets including Australia, Singapore, Hong Kong and New Zealand. Some of the most recognised Australian and international brands number amongst Facilitate Digital's clientele, including Google, Australian Consolidated Press, Qantas, Telstra, Yahoo!, Fairfax Digital, Optus, News Interactive and Sensis.

Facilitate Digital is 100% Australian owned with offices in: Sydney Australia, Auckland, New Zealand and most recently Stockholm, Sweden.

About Ian Lowe

Managing Director Ian Lowe draws upon 17 years of broad cross-media and marketing experience, accumulated over 17 years of working in and managing media and media-related organisations including George Patterson Bates, Thompson Media, and PMP Limited.

Prior to Facilitate Digital, Ian has held executive management positions in various technology and media technology companies, including Managing Director of Red Sheriff Ltd and CEO of Traffion Pty Ltd.

Ian has developed and managed small, medium and large enterprise through periods of significant regional and global growth, and has developed business, product and distribution strategies in industries as diverse as publishing, distribution, IT and digital communications.

About Nascomms and Banner to Call

Banner to Call technology is one of the most flexible in the world, allowing easy deployment for all businesses regardless of size or existing systems.

Nascomms' client base includes leaders from most industries such as property and real estate, online directories, banking, insurance, Tourism and Hospitality, office equipment,

ClickCalling was fully developed by Nascomms development team in 1999 in Australia and is currently working in 36 countries with over 150 businesses using ClickCalling daily.

Nascomms has unprecedented experience in one of the fastest growing segments of online communications in the world. Nascomms are leading developers of click to call, pay per call and integrated telephony solutions for business websites, e-marketers, online publishers, search engines and online directories.

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