

## FACILITATE DIGITAL SIGNS REGIONAL CONTRACT WITH GROUPEM

Sydney, Australia (Monday 17<sup>th</sup> August, 2009)

Facilitate Digital Holdings Limited (ASX: FAC), a global provider of technology used to buy and measure digital media advertising, today announced it has secured a regional contract with GroupM, the world's largest media agency group.

The contract will see Facilitate's *Symphony* technology rolled out across all major GroupM agencies throughout the Asia-Pacific region including Mindshare, Mediacom, Mediaedge:cia and Maxus, encompassing markets such as Australia, China, Hong Kong, India, Malaysia, Singapore, Taiwan, Thailand and The Philippines. *Symphony* is a business process automation platform for media agencies.

"This represents strong validation of the value of *Symphony*", said Facilitate Digital CEO, Ian Lowe.

"Through *Symphony* GroupM will improve the efficiency of their business process, secure improved scalability, and ensure best practice standards are applied uniformly across the APAC region.

"Particularly pleasing is that GroupM identified Facilitate Digital as the only provider capable of meeting their requirements. This speaks to both our ability to provide a single platform encompassing diverse markets, and the underlying strength of our technology."

### 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, OMD and GroupM and; large-scale advertisers including Citibank, Johnson & Johnson, Mitsubishi, Nestle, Foxtel, Westpac, Colgate, Paramount, Honda, Canon and St. George Bank. 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, United Kingdom, Europe, and USA, Facilitate Digital works across cultures as well as digital marketing channels.

For more information on the company's digital marketing solutions or the global office locations, please visit [www.facilitatedigital.com](http://www.facilitatedigital.com).

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