

**FACILITATE DIGITAL SUBSIDIARY IMPACT DATA APPOINTS ASSOCIATE DIRECTOR**

**Sydney**, Australia (18<sup>th</sup> March, 2008): Facilitate Digital Holdings Limited (ASX: FAC), a leading independent provider of digital marketing technology, today announced subsidiary Impact Data has appointed Steve Smith as Associate Director. Based in the Melbourne location, Mr. Smith will be responsible for all global sales and marketing initiatives.

Mr. Smith brings to Impact Data extensive experience in executive management, marketing and communications. He has held previous roles as General Manager of the Australian Radio Network, Group Sales & Marketing Director of AOL Time Warner Music, Director of Sales & Marketing of Austereo MCM and most recently as CEO of Hippo Jobs.

“We’re delighted to have Steve on-board!” stated Impact Data Managing Director Mr. Tim Stroh. “Steve’s extensive experience in sales and marketing will be paramount to our on-going success.”

Mr. Smith commenced his role with Impact Data effective March 17<sup>th</sup> 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 and NAB. 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.

[www.facilitatedigital.com](http://www.facilitatedigital.com)

**About Impact Data:**

Impact Data is the market leader in providing results focused data driven communication tools including digital direct marketing applications and a comprehensive range of business system products such as automated rostering and benchmark reporting tools. Our core *smart* marketing range of products assist our clients communicate with their customers via e-mail, SMS, MMS, the web, traditional direct mail and more. Impact Data’s client base includes Fosters Brewing Group, KFC, Coca-Cola, Nike, Armani, Medibank Private, Billabong and Boost Juice. Impact Data is a wholly owned subsidiary of Facilitate Digital Holdings Limited (ASX: FAC).

[www.impactdata.com.au](http://www.impactdata.com.au)

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