

FACILITATE DIGITAL SIGNS REGIONAL CONTRACT WITH CITIBANK

Sydney, Australia (Thursday 1st July, 2010)

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 Citibank, one of the world's largest banking institutions.

The contract will see Citibank use Facilitate's FFA advertising platform (which publishes and tracks online advertising campaigns) for all online advertising including display, performance display, affiliate and search activity. The agreement encompasses multiple APAC markets including Singapore, Hong Kong, Malaysia, Philippines, Thailand and Indonesia. Facilitate Digital already services Citibank in Australia.

Facilitate Digital CEO Ian Lowe said: "Citibank are one of the world's largest banking institutions, a blue ribbon brand, and one of the APAC regions most significant advertisers. Their digital advertising program is extensive and sophisticated, and to be awarded their business across all online disciplines is very pleasing and a strong validation of our FFA technology.

"Particularly pleasing has been our ability to integrate FFA with Citibank's internal toolset and data streams, a solution Citibank Australia has used for some time. On this basis the client was able to establish a sound business case for roll out across APAC".

The Citibank contract strengthens Facilitate Digital's APAC market share in the valuable financial services segment, where the company already services Westpac, St. George Bank, GE Money, Macquarie Bank and MLC.

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.

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