

## FACILITATE ANNOUNCES MAJOR US PARTNERSHIP

Sydney, Australia (Wednesday 30 September, 2009)

Facilitate Digital Holdings Limited (ASX: FAC), a global provider of technology used to buy and measure digital media advertising, today announced it has reached agreement to integrate and license its *Symphony* technology with US based Harris Corporation (NYSE: HRS), a leading provider of accounting software solutions to the advertising and media industry.

The agreement will see Facilitate undertake a comprehensive integration of *Symphony* - a workflow and buying platform for digital media - with Harris Corporation's EAS accounting solution for media agencies. In addition Harris will re-sell the integrated solution to both existing and prospective clients.

The agreement will over time deliver Facilitate development and product related revenues from the re-sale of the integrated solution by Harris.

"This new agreement will assist Facilitate in targetting a profit for FY10," said Facilitate Digital CEO, Ian Lowe. "It follows the recently announced agreement with Group M to provide the Symphony solution to its agency network throughout Asia. It also delivers scale and strong revenues in the US market and furthers the geographical diversity of revenue for the business."

"This is an opportunity for us to materially advance our already market leading product in collaboration with a well established and significant player in the North American market. The collaboration will allow us to offer the industry high levels of workflow automation across planning, buying and finance, and provide agencies with cost efficiency benefits. Harris' extensive client base in US and Canada provides an opportunity to market these benefits direct to large US agencies."

Joe Lampert, Managing Director of Harris Corporations Advertising Solutions Group, believes the partnership will provide strong efficiencies for their North American client base.

Mr Lampert said: "Facilitate Digital has anticipated the industry's need to re-engineer their business process well ahead of the industry itself. As a result *Symphony* is a mature, sophisticated platform and beyond doubt the market leader. We believe the commitment of our companies to collaboratively vision and develop future generations of this technology will redefine how agencies view their opportunity to create value for advertisers. We are talking about a program of invention that will make agencies smarter, faster and at the same time lower their cost base."

### 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.

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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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