

## FACILITATE DIGITAL HOLDINGS LTD (FAC): ASX ANNOUNCEMENT

### Facilitate Digital Completes Acquisition of Impact Data Pty Ltd

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Facilitate Digital Holdings Ltd (ASX:FAC) is pleased to announce that as of 14<sup>th</sup> September, 2007, it has completed all necessary requirements with respect to the acquisition of Impact Data Pty Ltd, by using the proceeds of its recently announced \$5 million share placement.

\$3,125,000 was paid in cash and 6,506,005 ordinary fully paid shares (50% of which remain in voluntary escrow for 12 months) were issued to the vendors.



Paul M Southwick  
Company Secretary  
14 September 2007

#### About Impact Data

Impact Data is a profitable, strongly growing business that has developed a range of proprietary direct marketing solutions that assists clients in maximising the inherent value of their database. Email and SMS marketing is a rapidly growing sector of the marketing industry and Impact Data has achieved great success in developing innovative solutions to meet clients' specific circumstances and needs. Impact Data's client base includes Fosters Brewing Group, KFC, Coca-Cola, Nike, Armani, Medibank Private and Billabong.

#### About Facilitate Digital

Facilitate Digital creates digital advertising solutions that emphasize 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, Carat, Mediaedge and OMD, and large scale national and international advertisers including CBA, Foxtel, Hewlett Packard, NAB and Citibank. 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.

#### For more information:

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