

FACILITATE DIGITAL SIGNS GLOBAL AGREEMENT WITH MEDIABRANDS

Sydney, Australia 29th March, 2011

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 global agreement with Mediabrands, one of the world's largest agency groups (Mediabrands is an Interpublic company NYSE:IPG).

In a landmark agreement, Mediabrands will roll out Facilitate Digital's Symphony platform – a workflow and buying solution for digital media - across their leading global agency brands including Universal McCann and Initiative.

“This is a watershed for Facilitate Digital and a global industry first”, said CEO Ian Lowe. “Three years ago we identified emerging industry trends effecting media agencies that would require centralised workflow automation across markets, clients, currencies and technologies. Today, Symphony is the only international platform and a market leader.

“Our global agreement with Mediabrands validates our product strategy and sends a clear message to the industry that our technology is best in market.

“Symphony offers media agencies a scalable operating blueprint, a framework from which to capture and harness the value of their investment and campaign data, and the ability to de-risk their growing digital business.”

Mr Lowe said the Mediabrands agreement will have a material benefit to earnings for FY2012 and beyond.

He said Facilitate Digital is also in discussions with a number of other key client prospects.

About Facilitate Digital

Facilitate Digital creates digital advertising 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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