



ASX Release

24 December 2010

Prepaid Mobile Retail Sale

Digital Performance Group Ltd (ASX: DIG) announces that the sale of its prepaid mobile retail business to Mediamesh Holdings Pty Limited (**Mediamesh**) has not occurred as Mediamesh failed to complete the transaction. The Company has terminated the asset sale agreement it had with Mediamesh and will put the sale of this business back on the market.

About Digital Performance Group Ltd:

Formerly ComTel Corporation, Digital Performance Group is an ASX listed holding company for performance-based digital marketing businesses. Digital Performance Group sells targeted and measurable online advertising campaigns that generate online sales, qualified customer leads and increased brand awareness. Results are delivered through a variety of channels such as website banners, email, affiliate and search. Digital performance Group's customers are some of Australia's leading media buyers, advertising agencies and corporates.

The performance-based industry is worth \$137 million of the \$547 million General and Display advertising category according to the IAB on-line advertising expenditure report (June 2010). The segment continues to grow as advertisers seek greater measurability at a time when marketing budgets have come under pressure due to the GFC.

Empowered Communications

Empowered has 500,000 Members sourced via a network of six loyalty websites (each site rewards members in exchange for receiving research or emailed offers). Detailed demographic data is collected from each of its members to enable advertisers to conduct highly targeted, performance-based campaigns.



dgm Australia

dgm offers marketing solutions across single or multiple channels – including search engine marketing, affiliate marketing and display marketing, with a clear focus on performance and return on investment.

Clients have access to dgm's specialist platforms and sophisticated proprietary technology, and are guided by experienced account management and consultancy teams.

For further information

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