

FACILITATE DIGITAL ANNOUNCES MAIDEN PROFIT

Sydney, Australia (Friday 27th August, 2010)

Facilitate Digital Holdings Limited (ASX: FAC), a global provider of technology used to buy and measure digital media advertising, today announced a maiden net profit after tax in FY10. The profit of \$0.013m was a \$2.2M turnaround on FY09 (excluding discontinued operations), and a \$9.2m turnaround on FY09 (including discontinued operations).

Facilitate Digital CEO Ian Lowe said, "The 2010 Financial Year result was particularly pleasing given the effect of a strengthening Australian Dollar on revenues, specifically against the EUD, USD and GBP which, in combination, now account for the majority of total income. Notwithstanding, revenue increased 16% from \$6.4m to \$7.4m".

"Further, in FY10 the company generated \$1.76m in EBITDA (an improvement of \$1m or 134%), and a second half net profit after tax of \$0.13m", said Lowe.

"With major wins in Asia, USA and Europe secured in FY10, and discussions with a number of major global agency groups now in progress, the company has established a strong foundation from which to deliver further revenue growth and is well placed to achieve its 2011 financial year target profit range of \$0.5m to \$1m."

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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