

ASX ANNOUNCEMENT

15 March 2011

Adslot signs new customer

- Adslot has executed a formal agreement with Realestate.co.nz.
- Adslot launches world first new premium listing product.

The Webfirm Group (ASX:WFM) subsidiary Adslot has entered into a commercial agreement with Realestate.co.nz Limited, a leading real estate portal in New Zealand.

Realestate.co.nz will be the first customer to use Adslot's technology to sell premium classified listings.

Classified publishers generate most of their revenue from classified listings. They charge the advertiser to list a house, job, car, or hotel advertisement and generally maximise their revenue by upgrading some of these listings to a premium listing that has additional placement and visibility enhancements.

To date Adslot has been building sales automation solutions to help classified publishers maximise revenue from the sale of display advertising that surrounds the classified listings. Now Adslot is being used to automate the sales process for the actual listings themselves.

This new premium listing product is the first time Adslot has combined the Adslot sales and optimisation platform with the recently acquired QDC Adbuilder and Adimise ad server technologies.

In the near future Real Estate agents in New Zealand will be able to log into the Adslot platform, choose which listing to make premium and using a range of specially designed templates quickly create an effective and professional looking multimedia premium listing.

These new premium listings will be served by the fully integrated Adimise ad server, allowing significantly more display options for both the Agents and Realestate.co.nz.

Webfirm Group Chairman, Adrian Giles said, "This is a very significant win for Adslot as it is the first implementation of an automated self-serve sales solution for premium listings anywhere in the world."

Realestate.co.nz CEO, Alistair Helm said, "We are excited by the flexibility that this new toolset offers our company and our customers, ultimately we will be better able to match showcase properties to prospective buyers thereby satisfying our customers need for targeted impactful advertising of vendor's property"

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About the Webfirm Group

Webfirm Group Limited (ASX: WFM) is an innovative Internet technology and marketing company that maximises online profitability for its customers. The company operates two main divisions.

The Adslot division provides patented advertising sales automation services that reduce selling costs and increase premium advertising revenue for its publisher clients.

The company's Webfirm division offers the complete spectrum of online marketing services including web design and development, website optimisation, hosting, search and social marketing and e-commerce services; the division also delivers premium quality search monetisation solutions.

More information at www.webfirmgroup.com

