



FACILITATE DIGITAL - TRADING UPDATE

Sydney, Australia (Tuesday 23rd February, 2012)

Facilitate Digital Holdings Limited (ASX: FAC), a global provider of technology used to buy and measure digital media advertising, today provided updated profit guidance for the half year to December 31 (2011).

In December 2011 the company published guidance of an improved profit performance for the half year to December 31, 2011, specifically, a net profit before tax in the vicinity of \$0.6m for the half year, and EBITDA in the vicinity of \$1.25m.

The company is upgrading this guidance to a net profit before tax of \$0.77m and EBITDA of \$1.45m.

About Facilitate Digital

Facilitate Digital creates digital advertising and direct marketing solutions that emphasise simplicity, integration and flexibility for agencies and marketers worldwide. We are the provider of *Symphony* - the world's leading digital workflow and trading platform for agencies. Our clients include global agencies and holding companies such as Mediabrands, Publicis, Omnicom, GroupM and Aegis; in the process servicing large scale brands and advertisers including Citibank, Johnson & Johnson, Mitsubishi, Nestle, Foxtel, Westpac, Colgate, Paramount, Honda, Canon and St. George Bank. Our proven products and expertise in workflow & trading, display advertising, search marketing and lead generation empower clients to drive efficiency whilst producing 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, visit www.facilitatedigital.com.

Contact:

Ian Lowe – CEO

Australia: +61 (0)2 9690 3900

Email: ian.lowe@facilitatedigital.com