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ASX ANNOUNCEMENT

Market Update – Webfirm launches Adslot Direct

28 September 2012

Webfirm Group Limited (ASX:WFM) advises that the Adslot Direct platform was successfully launched in mid-September as scheduled.

Now marketed to website owners under the Adslot Publisher brand (<http://publisher.adslot.com>), the platform allows website owners (publishers) of any size to sell advertising space on their websites directly to advertisers.

Publishers can setup adslots on their website in minutes, and start taking direct sales orders almost immediately with a number of options available for ad serving, including Adslot's proprietary ad server, or integration with the world's most popular ad server: Google's DoubleClick for Publishers (DFP).

Adslot Create, Adslot's banner ad builder, is also part of the platform, allowing advertisers of any size to develop creative, while Adslot's payment processing also removes credit risk for publishers.

Adslot Direct takes care of all the invoicing, payment processing and campaign reporting back to the advertiser, and remits funds to the publisher less Adslot's 15% fee 45 days after the end of each month.

In the few weeks since launch, we have been very pleased with the number of publishers who have registered on the platform, and are actively using the platform to promote and sell their advertising inventory.

Andrew Barlow, Acting CEO of Webfirm, said, "Initial take-up is encouraging and we are seeing early validation of Adslot's ability to cost-effectively acquire publisher customers and the ease by which these publishers can commence selling their advertising inventory via Adslot Direct."

"The focus for Adslot Direct over the coming months is aggressive acquisition of publisher customers and publisher ad inventory, which we intend to monetise in the years to come."

A full demonstration of the Adslot Direct platform will be provided at the AGM on 27 November 2012.

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