



GoConnect Limited
ACN 089 240 353
Suites 1-3, Ground Floor
107-111 High Street
Pahran VIC 3181
Australia
Tel 61 3 9993 7000
Fax 61 3 9993 7099

27 July 2012
Company Announcement Office
Australian Securities Exchange Limited

By: eLodgement

ASX Release 27 July 2012

Re: Launch of GoConnect Jam Factory Free WiFi Marketing Platform

GoConnect is pleased to advise that the Company's focus on free WiFi has scored another success in winning an exclusive agreement to provide free WiFi to the Jam Factory. An agreement has been signed by GoConnect Australia Pty Ltd and Challenger Property Asset Management Pty Ltd, owner of the Jam Factory.

Under the agreement, GoConnect will project manage and be responsible for implementing the free WiFi network into the Jam Factory. The GoConnect Jam Factory Free WiFi Marketing Platform will be available to both Jam Factory visitors as well as visitors in the immediate vicinity of the Jam Factory. Business tenants of the Jam Factory, businesses in the neighbourhood of the Jam Factory, and any other businesses that are interested to promote their products and services to the Jam Factory and neighbourhood visitors will be the major beneficiaries of this new interactive marketing platform. GoConnect has also been appointed as the exclusive sales agent for the GoConnect Jam Factory Free WiFi Marketing Platform.

The GoConnect Jam Factory Free WiFi Marketing Platform is a powerful and cost effective marketing tool for businesses. It not only enables relevant interactive marketing messages in graphics, video and text to be delivered to the users, but also enables discounts and various marketing incentives to be immediately emailed to the users' mobile internet devices for redemption at the advertisers' retail outlets in the Jam Factory and neighbourhood, thus delivering customer traffic directly to the retail outlets of the advertisers.

The Jam Factory is Melbourne's premier entertainment and shopping centre, located in the heart of Chapel Street, Melbourne's famous fashion retailing precinct and is one of the busiest streets of Melbourne in people traffic. The Jam Factory, first established in 1858, has a colourful and diverse history. Today, the Jam Factory offers entertainment for everybody. The shopping centre has 16 Village cinemas, including Gold Class, plus Australia's only Top Shop, a new food precinct including Lindt, Salsas, Nashi, Shuji Sushi, Boost, Salsas and Romanos,. Other favorites include TGIF, Groove Train, Cue, Urban by Target, other great cafes, bars and things of interest.

An average of 1.2 million people per month visit the Jam Factory and areas in close proximity of the centre. This substantial people traffic provides a uniquely large audience from the one location for the GoConnect Jam Factory Free WiFi Marketing Platform. This interactive marketing platform will also enable direct access to GoConnect's IPTV network uctv.fm, providing entertainment as well as additional advertising inventory to businesses in the Jam Factory and on Chapel Street.

The GoConnect Jam Factory Free WiFi Marketing Platform is scheduled to go live within the next 4 to 6 weeks but the GoConnect sales team will commence offering this marketing platform immediately to advertisers and advertising agencies.

The GoConnect Jam Factory Free WiFi Marketing Platform represents a significant addition to the GoConnect advertising audience reach. Together with the Metro Netbay Free WiFi audience, the two free WiFi marketing platforms, upon full penetration, will deliver close to two million audience members to the GoConnect advertising network.

For further information regarding the GoConnect Jam Factory Free WiFi Marketing Platform, please contact:

media@goconnect.com.au or call 03 99937000