

## Facilitate Digital Strengthens Board

Friday 10<sup>th</sup> July 2009 - Facilitate Digital Holdings Limited (**ASX: FAC**), a global provider of technology to manage and measure digital marketing campaigns, today announced the appointment of two additional directors. Stuart Simson will assume the role of non executive Chairman and Geoff Dixon has been appointed as a non executive Director.

Facilitate Chief Executive Ian Lowe said: "The appointments complete a necessary renewal of our board. We look forward to utilising their extensive experience as we explore significant opportunities ahead."

Stuart Simson has 39 years experience in media and marketing. He is a former Chairman of emitch Limited, a leading online media agency, and is Director of specialist online media agency, Switch Digital Pty Ltd. He is a director of MOKO.mobi Limited and Parts All Over Pty Ltd. Mr Simson is a former Managing Director of The Age and Sunday Age, and Editor and CEO of BRW Publications. He is a Council Member of Leadership Victoria.

Geoff Dixon is one of Australia's most experienced and successful corporate executives. He is the former Managing Director and Chief Executive Officer of Qantas Airways Limited and has wide experience at board level in the media, general business and philanthropic sectors. He is a director of Crown Limited and Consolidated Media Holdings Limited. He is also Chairman of the Garvan Research Foundation, and Deputy Chairman of Tourism Australia.

Mr Lowe said the appointments come at a time when the Company is well positioned for continued profitable growth. Major achievements for continuing operations in the second half of FY09 include:

- Revenue growth in excess of 100% (versus FY09 1H);
- Positive EBITDA;
- Fourth quarter positive NPBT;
- Fourth quarter positive cash-flow;
- Several new agency contracts secured in Europe, UK, US and Australia, and
- Sale of the Impact Data subsidiary.

Mr Lowe said future growth will be led by strong overseas demand for the Company's unique product offerings.

Mr Simson said: "Facilitate has delivered a strong turn-around in the second half of FY09, with new business revenues and ongoing cost containment. Facilitates leadership as an independent provider of business process automation for media agencies is a strong value proposition as agencies strive to reduce costs and rapidly adapt their service offering."

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