

Facilitate Digital Holdings Ltd (FAC): ASX Announcement

AMENDMENT TO ACQUISITION OF IMPACT DATA PTY LTD

The Directors of Facilitate Digital Holdings Limited (Facilitate Digital) announced today an agreed deed of amendment with respect to the recent acquisition of Impact Data Pty Limited (Impact Data).

The deed provides for a modification to the key terms of the acquisition of Impact Data as follows:

- The earn out period changes from one to two years, being 1 July 2007 to 30 June 2009;
- The earnings multiple changes from between 6.25 and 7.5 to a fixed multiple of 7.5;
- There is now an interim cash payment of \$4m on 31 October 2008;
- The final payment will now occur once the final F09 results for Impact Data are known;
- The final payment may now be made by Facilitate Digital in either cash or ordinary shares; and
- The formula for the calculation of the number of ordinary shares is now 90% of VWAP, being the weighted average price at which the fully paid ordinary shares in Facilitate Digital are traded on the financial market conducted by the ASX in the 30 days ending at the close of trade on 30 September 2009.



Paul M Southwick
Company Secretary
26 November 2007

About Impact Data

Impact Data is a developer a comprehensive range of direct marketing solutions that assists clients in maximising the inherent value of their database. Impact Data has achieved great success in developing innovative solutions to meet clients' specific circumstances and needs. Impact Data's client base includes Fosters Brewing Group, KFC, Coca-Cola, Nike, Armani, Medibank Private and Billabong.

About Facilitate Digital

Facilitate Digital creates digital advertising solutions that emphasize simplicity, integration and flexibility for agencies, web publishers and marketers worldwide. As the only global provider that offers a purpose built single platform solutions across both marketing and business intelligence, our clients

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include global agencies such as Universal McCann, Zenith Optimedia, Starcom, Mediaedge and OMD, and large scale national and international advertisers including CBA, Foxtel, Hewlett Packard, NAB and Citibank. Our proven products and expertise in display advertising, search marketing, site analytics, agency workflow and lead generation empower clients to produce measurable results that increase their return on investment. With offices in Australia, Asia and Europe, Facilitate Digital works across cultures as well as digital marketing channels.

For more information:

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