



## MEDIA INFORMATION

### **European alliance bolsters Facilitate Digital's market dominance** *- Facilitate Digital joins forces with European search leader to strengthen APAC expansion -*

**SYDNEY, 10th April 2007:** Facilitate Digital, Australia's leading digital marketing technology company, today announced a strategic alliance with The Technology Works (TTW), the leading search marketing technology company in Europe, bolstering Facilitate Digital's dominant position in the digital advertising market and strengthening its Asian expansion plans.

Under the alliance, Facilitate Digital will market TTW's advanced search marketing technology, BidBuddy, across the Asia Pacific region, including Australia, New Zealand, Singapore, South Korea and China. BidBuddy was Europe's first bid management software and has successfully managed hundreds of search marketing campaigns for major European corporations and organisations.

The two companies will also jointly develop new technologies. The first joint project – integration of their technology platforms – is already completed. Advertisers can now benefit from the integration of search marketing, display, site analytics, rich media and site analytics. This gives advertisers total control of their digital marketing campaigns.

Facilitate Digital's CEO, Ian Lowe, said, "Our alliance with The Technology Works brings a world-class search marketing solution to the Asia Pacific market."

"This alliance bolsters our dominant position in the digital advertising market and further strengthens our expansion into Asia."

The Technology Works' CEO, Nick Hynes said, "We are extremely pleased to be allied with Facilitate Digital. We recognised their leadership in digital advertising technology and saw them as a perfect match to exploit the benefits of our leadership in the search marketing space in Europe."

Facilitate Digital is a leading digital advertising technology company, with offices in Australia, Asia and Europe. Major global brands and advertising agencies trust Facilitate Digital to provide innovative and cost effective digital advertising solutions. These include ZenithOptimedia, Universal McCann, Starcom, Australian Consolidated Press, Yahoo!, Carat, Fairfax Digital, Commonwealth Bank, and One Digital, Facilitate Digital's products cover the full spectrum of digital advertising: search marketing, display, site analytics, email and agency workflow.

The Technology Works is the leading search marketing technology company in the United Kingdom and Europe. The company's advanced bid management platform, BidBiddy, is used to manage campaigns for major brands and organisations. BidBuddy offers sophisticated bid management features, including ROI/CPA optimisation, portfolio management and the capability to manage an unlimited number of keywords.

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**Notes to editors:**

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**About Facilitate Digital**

Facilitate Digital works with media agencies , publishers and companies to plan, execute and measure online marketing campaigns.

Facilitate Digital's customer footprint extends across key Asia Pacific, Asian and European markets. Some of the most recognised Australian and international brands and agencies number amongst Facilitate Digital's clientele including ZenithOptimedia, Universal McCann, One Digital, Starcom, Carat, Google, Australian Consolidated Press, Qantas, Yahoo!, Fairfax Digital, Optus and Telstra.

Facilitate Digital is 100% Australian owned with offices in: Sydney, Auckland, Singapore, Stockholm, and Amsterdam.