



Media Release

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Facilitate Digital eyes growth in New Zealand

Facilitate Digital today announced they have expanded their Asian presence with an Auckland based New Zealand operation, further cementing its dynamic growth across the APAC region.

Facilitate Digital product offering provides integrated digital marketing technology that assists marketers and their agencies. The products are designed to simplify the digital marketing process and to enhance campaign performance across web advertising, email, rich media and search activity.

Facilitate Digital confirmed they have appointed Michael Te Young as General Manager – New Zealand to head the business. Michael was formerly Online Sales Director of APN's New Zealand Herald.

'This is an exciting chapter in what is a dynamic growth story' said Facilitate Digital CEO, Ian Lowe. 'As the largest APAC based provider of web marketing technology, expanding into New Zealand is a logical next step' he said.

'As you would expect, the digital marketing industry in New Zealand exhibits many qualities similar to that of Australia. However it is also a market that has been starved of choice when it comes to digital marketing technology and the tools it provides. We have seen first hand how this is frustrating publishers, agencies and practitioners alike' stated Lowe.

Lowe confirmed Facilitate Digital will launch several industry initiatives over coming weeks, most of which will be directed at 'empowering growth by sharing knowledge'.

'New Zealand's digital marketing community already has much of the knowledge and experience required to accelerate growth. Our role will be to underwrite this by providing a framework through which to share knowledge in a structured and independent fashion. To this end, Michael Te Young and his team will provide the industry with valuable support' said Lowe.

Further announcements are expected in coming weeks as industry events are confirmed and key appointments made.

Facilitate Digital Pty Ltd
ACN 091-337-138

2-4 Kings Lane East Sydney NSW 2010 NSW T: 61 2 8356 2990 F: 61 2 9361 6922
www.facilitatedigital.com