

ADEFFECTIVE LIMITED
(ASX: ABN)

ASX and Media Release

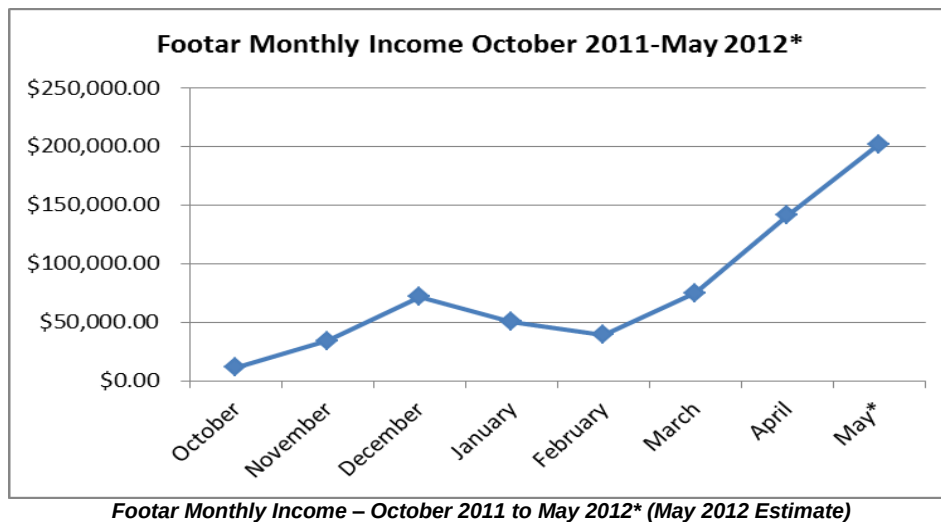
4 June 2012

AdEffective Footar Income expected to increase 300% in Q4 FY12

- Footar revenues for Q4 set to exceed expectations
- Footar Technology upgrade to commence

AdEffective Limited (**ABN** or the **Company**) provides the following market update on its Footar advertising division.

The Company's results from its Footar division in Q4 FY12 have significantly improved from the previous quarter with total income to date for Q4 FY12 already twice that of the total income received for Q3 FY12. The Company's current estimate for total income from the Footar division for Q4 FY12 is \$495,000 AUD, an increase of 300% from the previous quarter (Q3 FY12 total income: \$164,000 AUD).



Total income for Footar has increased month on month from \$11,000 AUD in October 2011 to an estimated \$200,000 in May 2012. The increase has been due to a combination of improvements to Footar technology and the introduction of new Footar publishing and advertising partners.

The Company now plans to expand the Footar offering and has commenced planning for the development of a new version of the Footar Advertising Platform, which aims to add further revenue streams to the current Footar division by providing additional and improved Advertising units.

-End

Damian London
Chief Executive Officer
Email: damian.london@adeffective.com
T: + 61 3 9863 9742
M: + 61 419 329 615

About AdEffective Limited

AdEffective is an online advertising business that provides Publishers and Publisher Networks with enhanced advertising exposure to increase their rate of return on advertising.