

ASX / NEWS RELEASE

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AdAuctionEngine to run on Microsoft cloud

- **AdSlot among select group of initial global Microsoft Azure partners**
- **Significant boost to Webfirm Media's AdAuctionEngine**

Microsoft has chosen AdSlot – the technology powering Webfirm Media's new AdAuctionEngine – to be among just a handful of initial global partners in the technology giant's new Azure cloud computing platform.

AdSlot is also the only Australian application selected for Azure's first release.

Unique to the Australia/New Zealand market, the AdAuctionEngine is a new online auction platform and delivery system set to significantly increase the yield of premium digital media inventory.

Webfirm Media's parent company, Webfirm Group Limited (ASX:WFM), welcomed today's news as a vital stepping stone in the AdAuctionEngine's deployment.

"AdSlot's selection as the only Australian Azure partner allows infinite scalability of the AdAuctionEngine platform," said Webfirm Group CEO David Burden.

"The AdAuctionEngine powered by AdSlot can calculate thousands of combinations of media bids to maximise publisher yield while also letting bidders know in real-time what they need to bid to win any particular media auction.

"These complex permutations take an extraordinary amount of computer processing power which is now available to us through AdSlot's partnership with Microsoft."

Webfirm Media announced the AdAuctionEngine two weeks ago and will launch it in August. It has already generated significant publisher interest.

The AdAuctionEngine will be available as an in-house sales support tool as well as a publisher-branded and controlled self-serve framework.

AdSlot's auction system powers the AdAuctionEngine and is a scaled and mature platform more than eight years in development.

Webfirm Media has secured the exclusive rights to AdSlot technology in Australia and New Zealand and non-exclusive rights for the rest of the world.

AdSlot's announcement follows.

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IMPORTANT NOTE FOR SHAREHOLDERS / INVESTORS

Andrew Barlow is a non-executive director (chairman) and a substantial shareholder of both Webfirm and AdSlot. Similarly, Dr Adrian Vanzyl is also a non-executive director and a shareholder of Webfirm and a consultant to AdSlot. In accordance with the appropriate standards of corporate governance, neither Andrew Barlow nor Dr Vanzyl took part on behalf of Webfirm or AdSlot in any material discussions relating to the grant to Webfirm of the rights to the

AdSlot technology in Australia, New Zealand and elsewhere in the world or the decision by Webfirm to enter into the relevant agreement with AdSlot.

The other directors of Webfirm are Adrian Giles and David Burden. Adrian Giles is a small shareholder (less than 1 per cent) of AdSlot. He does not hold office in or have any employment or other consulting arrangement with AdSlot. David Burden is neither a shareholder nor officer of AdSlot. As the shareholding of Adrian Giles in AdSlot is immaterial in the context of his personal financial circumstances, the decision by Webfirm to enter into the agreement with AdSlot was made by Adrian Giles and David Burden. The decision was made only after they had satisfied themselves that the agreement with AdSlot was in the interests of Webfirm and on arm's length commercial terms that were fair and reasonable to Webfirm.

Contacts:

Media:

Margaret Fearn
Fearnace Media for Webfirm Group
Phone: 0402 259 642

Investor Relations:

Damian Element
Company Secretary
Phone: 0416 286 642
Email: damian.element@webfirm.com

About the Webfirm Group

Webfirm Group Limited (ASX: WFM) is a full service digital media company with three divisions. **Searchworld** powers publishers' profits with premium quality search monetisation solutions, delivering effective global and local organic and paid search to search engines, portals, directory publishers, parked domains, downloadable applications and ad networks. **Webfirm Media** represents advertising inventory from third-party Australian, US and UK-based websites and third party advertising networks to Australian advertisers and exclusively represents advertising on all Navteq navigational maps. **Webfirm** offers the full spectrum of web design and development services, including search engine marketing, optimisation, hosting, marketing consultancy, e-commerce, permission-based marketing, content management tools, and domain name management. With more than 60 staff across Melbourne, Sydney, Perth and in the United States of America, Webfirm continues to develop products and services aimed at helping customers do better business on the Internet. For more information visit: www.webfirm.com

About AdSlot

AdSlot builds and operates large scale 'private electronic marketplaces' for media publishers to sell premium ad inventory to agencies and self-serve advertisers. The AdSlot sales platform uses proprietary mathematical algorithms to maximise yield for TV, video, display and text ads using a patented Book & Bid® sales methodology. Book & Bid® reduces the amount of inventory sold as remnant and maximises the yield by blending true market-based pricing with a fixed rate card. AdSlot was established and is managed by a team of world class experts, including chairman Andrew Barlow – one of the founders of Hitwise – and fellow director, Anthony Du Preez, who co-founded Tradeslot Pty Ltd, which specialises in the design of sophisticated combinatorial monetization platforms in the supply chain space. Dr Adrian Vanzyl – a consultant to AdSlot – was chief technology officer at LookSmart, international business manager at Microsoft, and chief technology officer at venture capital firm Blumberg Capital. For more information visit: www.adslot.com

P R E S S R E L E A S E

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ADSL0T TO ESTABLISH CLOUD MARKETPLACE

Melbourne, Australia, 3 June 2009: Melbourne based IT Company AdSlot is establishing a 'premium inventory' advertising marketplace, built on Microsoft's Windows Azure cloud services operating system. The new marketplace will allow media publishers to take advantage of AdSlot's unique Book & Bid® sales technology to maximize sales yields on TV, video, display and print advertising space, and aims to accommodate traditional media buying agencies as well as self-service advertisers.

By basing its offering on Windows Azure, AdSlot will gain ready access to vast amounts of elastic computing power, delivered from an online environment.

'Our technology leverages proprietary mathematical algorithms to optimize yields', says Anthony Du Preez from AdSlot, 'and these tend to consume large amounts of computing resources across the board. Window Azure makes it possible for us to scale our marketplace to as many participants as we need, without having to invest in a large data centre of our own. This gives us as much – or better - computing power as the largest media technology companies who have spent millions on infrastructure. Windows Azure is a game changer for a small technology company like ours.'

As part of this effort, AdSlot was recently selected by Microsoft to participate in an early adoption program aimed at helping Microsoft's customers and partners gain early access to the Windows Azure platform. The program also helps Microsoft work with these organisations to validate some of the emerging platform's features with real-world scenarios.

Further bolstering the project, IT consultancy Object Consulting has been recruited to provide cloud development talent to complement AdSlot's own team of experts.

'We're very excited to be part of this project', said Simon Morrison from Object Consulting, 'which we believe to be the first of its kind anywhere in the world. It's great to see Australian software companies get this kind of global attention, and we're certainly pleased to be bringing our technical expertise and cloud domain knowledge to assist AdSlot make their move into the cloud.'

'We strongly believe that Windows Azure will provide an excellent platform to support the expansion of our offerings into the cloud and to global customers', says Du Preez. 'A large part of our confidence is based on our technology relationships with Microsoft and Object Consulting.'

this is a perfect illustration of how a small Australian technology company can leverage Microsoft's Windows Azure platform to create an innovative solution with global scale and applicability'

With Windows Azure slated for commercial release later this year, AdSlot's team is moving quickly to address what they see as an opportunity to 'rewrite' some of the rules that currently dominate the \$450B global advertising marketplace.

'We believe that media publishers will see up to a 17% increase in their yield by offering their premium inventory through our private marketplace', says Du Preez. 'Using Windows Azure, we believe we can address the significant computational workload this market entails, as well as offer advertising inventory to 'non-traditional' media buyers in the long tail'.

"AdSlot is also pleased to announce that it is signing up launch partners who have premium inventory, to participate as anchor tenants in its marketplace when it launches later this year. With a specific focus on branded, premium rich media inventory, Adslot is confident of its new marketplace substantially reducing the problem of premium inventory being relegated to remnant networks. This means greater control, revenue and price integrity for participants."

About AdSlot (www.adslot.com)

Adslot builds and operates private online marketplaces for media companies to sell premium inventory (both digital and traditional) to advertisers and agencies. It uses proprietary combinatorial auction technology to maximise yield across all media types (from display to TV/video). Its underlying platform is proven and has delivered typical lifts in yield of 17% over the last eight years. AdSlot was founded in 2006 by Andrew Barlow, a founder of Hitwise, and Anthony Du Preez, a world-recognized expert in auction theory, yield optimization and web-based market mechanisms.

About Object Consulting Pty Ltd (www.objectconsulting.com.au)

Object Consulting is Australia's leader in delivering enterprise business solutions using software engineering technologies such as enterprise Java, Microsoft .NET and Open Source. With over 20 years of experience, Object's consulting, development, training and support services keep customers at the forefront of innovation.

About Microsoft (www.microsoft.com)

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

Media Contacts:

Justin Re, AdSlot
justin@adslot.com
0419 509 709

Tracy Pendergast, PenticapR on behalf of Object Consulting,
tracy@penticap.com.au
0411 034 868

adslot Pty Ltd

Level 6, 10 Queens St Tel. +61 3 9621 1511
Melbourne VIC 3000 Fax. +61 3 9621 1811 adslot.com
ACN 123 931 804

adslot™