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## ASX ANNOUNCEMENT

1 July 2010

### **Realestate.com.au integrates Adslot's Publisher Technology**

- **Adslot signs binding commercial terms with Realestate.com.au**
- **Initial implementation of Adslot Publisher Platform to roll out immediately**

Webfirm Group Limited (ASX: WFM) today announced it had entered into binding commercial terms with Australia's largest online real estate classifieds company, Realestate.com.au Pty Ltd [owned by REA Group Limited (ASX: REA)].

Adslot's Publisher Platform will be integrated during July 2010 to optimise the internal Realestate.com.au (REA) premium advertising sales process and create a new premium advertising marketplace for agents.

This will introduce a number of sales process improvements and innovative advertising technologies. If these initiatives are as successful as anticipated, the parties intend to integrate a wider platform roll out across further REA products. REA expects that Adslot will facilitate a more transparent and streamlined experience for its customers.

David Burden, Webfirm Group CEO, said: "Since acquiring Adslot in February 2010, we have been working with a number of Australian classifieds companies on ways to increase and diversify their revenue, reduce their costs and improve their internal sales processes. We are delighted to have reached a commercial outcome with Realestate.com.au as a cornerstone client of the Adslot Publisher Platform. The commercial terms remain confidential, however, this agreement will generate revenue for Adslot from the commencement."

Andrew Barlow, Webfirm Executive Director, commented: "Our focus on the optimisation of premium inventory is striking a chord with Australian classifieds publishers. Many other advertising technologies are focusing on the process of heavily discounting a publisher's unsold inventory, while Adslot's technology helps publishers sell and generate more revenue from their premium inventory, thereby reducing the amount a publisher passes on to remnant networks at fire-sale prices".

### **Adslot Technology Overview**

The Adslot Publisher Platform achieves three primary goals:

1. **Increase Revenue** - using Adslot's patented auction technology to drive competitive tension for premium advertising inventory, allowing the advertisers to determine the true market value of inventory rather than defaulting to remnant markets or being bound by out-dated price lists

2. Sales Process Efficiency - as an internal tool to provide visibility of the demand for inventory, introducing a structured process to identify and manage ad space conflict, thereby increasing the amount of inventory sold at the optimal price for the publisher.

3. Attract New Advertisers - by creating an 'end-to-end' automated platform that allows publishers to easily and cost effectively attract smaller advertisers without today's inherent ad creation and purchasing barriers.

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**About the Webfirm Group**

**Webfirm Group Limited (ASX: WFM)** is an innovative Internet technology and marketing company that maximises online profitability for its customers. The company operates two main divisions.

The Adslot division provides patented advertising sales automation services that reduce selling costs and increase premium advertising revenue for its publisher clients. The company's Webfirm division offers the complete spectrum of online marketing services including web design and development, website optimisation, hosting, search and social marketing and e-commerce services; the division also delivers premium quality search monetisation solutions.

With more than 60 staff across Melbourne, Sydney and Perth, the Webfirm Group continues to develop innovative products and services aimed at helping customers maximise their online investment.

More information at [www.webfirmgroup.com](http://www.webfirmgroup.com)

