

MEDIA RELEASE
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For Immediate Release
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Impact Data founders 'Buy it Back' from ASX listed company

The founders of Impact Data Pty Ltd today announced that they have re-purchased the company from Facilitate Digital Holdings Limited (ASX:FAC) as part of the negotiated settlement of ongoing litigation between themselves and FAC.

FAC has withdrawn its allegations against the vendors of Impact Data (and their associated individuals) of misleading and deceptive conduct. All proceedings in the Federal Court of Australia by FAC against the vendors of Impact Data are dropped and the claims against FAC by the vendors are also dropped.

Tim Stroh, CEO of IMDA Holdings Pty Ltd and a founder of Impact Data said, *"We are thrilled to be getting the business back and are supremely confident we will be able to quickly return it to the BRW Fast 100 growth path we had it on before the relationship with Facilitate. We have one-of-a-kind products for delivering small businesses more customers more often. We have extraordinary staff who are highly capable, intelligent and loyal including the original executive team who founded and built Impact Data. The core business is growing, we have substantial opportunities for growth and we have the resources and the focus to pursue them."*

FAC will sell Impact Data (and its subsidiary companies) to IMDA Holdings Pty Ltd (Purchaser), an entity controlled by the original founders of Impact Data. The key terms of the settlement include:

- A cash payment to FAC of \$385,000;
- The Impact Data vendors will release FAC from its obligations to make any further payments under the original purchase agreement (including the \$4 million payment due to the vendors from FAC on 31st October 2008 as well as the final payment due later in 2009). The settlement represents full and final settlement of all disputes between FAC and the vendors of Impact Data;
- A further deferred cash payment of \$650,000 is to be made by IMDA Holdings to FAC, payable within the next 5 years based on a variety of trigger events;
- In addition, the Impact Data vendors have agreed to the cancellation of 6,506,005 ordinary shares in FAC, comprising all of the FAC shares held by the vendors of Impact Data. (Cancellation of the FAC shares is subject to approval at an extraordinary general meeting of FAC shareholders which will be called in due course.)

Further details regarding IMDA Holdings board and Impact Data will be announced in the coming weeks.

For further information:

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About Impact Data

Impact Data is the world leader in providing results focused data driven communication tools including digital direct marketing applications and a comprehensive range of business system products such as automated rostering and benchmark reporting tools. Our core *smart* marketing range of products assist our clients communicate with their customers via e-mail, SMS, MMS, the web, traditional direct mail and more. Impact Data's client base includes Coles, ALH Group, Nike, Medibank Private, Billabong and Boost Juice. Impact Data currently operates in Australia and the United Kingdom.