



Webfirm Group Limited
ABN: 70 001 287 510
ASX: WFM

Level 2, 85 Coventry St,
South Melbourne Victoria
3205 Australia
E: info@webfirmgroup.com

www.webfirmgroup.com
T: +61 (0) 3 8695 9199
F: +61 (0) 3 9696 0700

ASX ANNOUNCEMENT

17 APRIL 2012

Adslot signs Realestate.co.nz

Webfirm Group Limited (ASX:WFM) today announced Adslot has entered into a further commercial agreement with Realestate.co.nz to implement Adslot's self-serve display ad platform.

Adslot currently provides Realestate.co.nz with a bespoke premium listings sales tool, launched in April 2011.

Under the new agreement, Adslot will now also provide Realestate.co.nz with the ability to sell display advertising to its more than 9,000 real estate agents and salespeople via Adslot's self-serve ad sales platform. Agents will be able to develop custom creative, access reports and optimise their campaigns 24 hours a day, 7 days a week.

Realestate.co.nz is the official online media company of the New Zealand real estate industry. Their portfolio of sites represent over 96% of all currently marketed listings and reach over 450,000 unique visitors each month on both the web and mobile platforms.

The new agreement encompasses all Realestate.co.nz's portals, including primecommercial.co.nz, primebusiness.co.nz, nzfarms.co.nz and zoodle.co.nz.

CEO of Realestate.co.nz, Alistair Helm said, "We are very excited to broaden our Adslot offering and provide agents with more effective ways to build their brands and engage with buyers online."

Andrew Barlow, CEO of Webfirm Group, said: "Adslot is thrilled to provide Realestate.co.nz with a scalable display advertising platform that complements their existing Adslot offering."

Realestate.co.nz is the latest customer to adopt Adslot Premium since the company standardised the product in September 2011.

The commercial terms of the agreement include a setup fee, minimum monthly fee and revenue share component, and is expected to launch in Q1 FY2013.

- ENDS -

Contact:

Andrew Barlow
Interim CEO

Phone: 03 8695 9199
Email: andrew.barlow@webfirmgroup.com
Web: www.webfirmgroup.com
www.adslot.com

About Adslot

Adslot gives online publishers a highly-automated, cost-effective, self-serve sales channel, and allows publishers to open up their most premium ad inventory to more advertisers and sell with greater efficiency and higher yields. Today, the technology is being deployed to automate display ad sales for 5 of the world's leading classifieds portals across 3 countries.