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ASX ANNOUNCEMENT

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ADSLLOT PARTNERS WITH NEXTMARK, INC.

Adslot Limited (ASX:ADJ), a global provider of display media trading technology, today announced it has signed a partnership agreement with, NextMark, Inc., a leading provider of agency workflow and trading technology to U.S. media agencies.

Under the terms of the partnership agreement, NextMark's client base of U.S. media agencies will be able to access and purchase premium display inventory directly from Adslot's rapidly growing publisher client base, all from within NextMark's agency workflow toolset. The partnership will also allow Adslot to market its *Adslot Publisher* platform to the more than 5,000 publishers registered in NextMark's publisher database.

"This partnership is the first by which Adslot will have direct access to ready demand from agency buyers in the US market. This will not only allow us to bring existing demand to our US-based publisher clients, but also expand our publisher customer base in the US market. We aim to sign similar partnerships in the months to come", said Adslot CEO Ian Lowe.

Via integration of the Adslot and NextMark platforms, the trading experience between publishers (supply) and agency buyers (demand) will become significantly more seamless and automated.

"As the online display industry looks to automate their trading practices across the globe - practices that are by any definition hugely inefficient and expensive - this partnership creates a new efficiency benchmark", continued Lowe.

"Integrating the trading toolset of supply and demand is the only method through which to create meaningful, structural efficiencies which benefit all. We're thrilled to be the first."

NextMark CEO Joe Pych added, "This is a valuable partnership for NextMark and ultimately for our media agency clients. Adslot have brought thought leadership to the industry debate and backed it up with strong product innovation. We believe Adslot to be a leading player and well positioned, so integrating platforms and offering our agency clients a frictionless experience makes a great deal of sense.

"We are extremely enthusiastic about what this partnership can achieve", said Pych.

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