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ASX ANNOUNCEMENT

20 December 2012

Market Update

Adslot Publisher

Further to Investor and AGM Presentations in November, Adslot Ltd (ASX:ADJ) is pleased to advise that since its launch in September 2012, the company has secured 305 new publishers on the *Adslot Publisher* platform.

“We’re very encouraged by the international publishing community’s response to the launch of *Adslot Publisher*”, said Adslot CEO Ian Lowe.

“It has been pleasing to see a diverse group of publishers validate our platform, encompassing websites of varying sizes, from markets including US, UK and Australia and representative of a broad range of content categories”, said Lowe.

“Many of these customers are not material in their own right, and in this initial phase (following the launch of *Adslot Publisher*) we do not expect to see transaction volume of any significance. As per the strategy outlined in recent Investor and AGM presentations, our current priority is to build the breadth and depth of publishers using *Adslot Publisher*. As this develops, we will aggregate our publishers and offer larger sources of advertising demand a marketplace in which they can transact with multiple high quality publishers simultaneously, and in real time.

We do know that at least 90 of these websites are now actively promoting their Adslot store”, said Lowe.

Adslot Create

Adslot also today announced that its *Adslot Create* product has been officially launched and made publicly available as per its anticipated launch schedule (see <http://create.adslot.com>).

Adslot Social Media

In addition to the Company’s continuous (ASX) disclosure obligations, Adslot maintains an active social media presence. We invite shareholders and interested parties to follow our progress accordingly:

Facebook: <http://www.facebook.com/adslot>
Twitter: @adslot

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