

## ASX ANNOUNCEMENT

1 FEBRUARY 2012

### Adslot signs No.1 accommodation site - Wotif.com

Webfirm Group Limited (ASX:WFM) today announced Adslot has entered into a commercial agreement with Wotif Holdings Limited (ASX:WTF) to implement Adslot's end-to-end self-serve display sales platform.

The Wotif Group operates Australia and New Zealand's leading accommodation site (wotif.com), represents more than 19,000 properties in 66 countries world-wide and transacts more than \$1 billion AUD of accommodation bookings each year.

The Adslot self-serve platform will enable advertisers to buy, build and serve display advertising campaigns on wotif.com. The platform provides wotif.com with an automated and highly scalable sales channel to capitalise on display ad revenue opportunities from advertisers in a secure private marketplace.

Andrew Barlow, CEO of Webfirm Group, said: "Wotif is a recognised world-leader and innovator in one of the fastest growing online sectors. We are excited to be working with yet another classifieds market leader and look forward to playing a key role in building wotif.com's display advertising revenue."

Robbie Cooke, Managing Director of the Wotif Group stated, "The Adslot platform has a proven track record in the Australian market place and presents an ideal opportunity for us to tap into the display advertising market. We are looking forward to a strong partnership with Adslot."

With the addition of Wotif.com, Adslot now provides display advertising automation solutions to market leading online classifieds publishers in property, automotive and accommodation across three countries.

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