ParkLogic is pleased to announce a partnership with AdEffective Limited where ParkLogic is providing the backend technology platform for the AdEffective domain service known as Yieldom. The following press release is now no longer embargoed.

ADEFFECTIVE LIMITED
(ASX: ABN)

ASX and Media Release
3 February 2011
AdEffective Launches Yieldom- A New Domain Name Monetisation Platform
AdEffective Limited (AdEffective or the Company) announces the launch of Yieldom, the second of its three major online advertising platform initiatives.

- Yieldom formally launches in the US, 2 February 2011 at DOMAINfest.
- Yieldom launching with a portfolio of 20,000 domain names, growing to 150,000 shortly after launch.
- Yieldom is launched in partnership with Park Logic and Distribute Your Articles.

Yieldom is a new online advertising platform for managing, monetizing and reporting on parked domain names and domain portfolios, combining 'best of breed' monetization sources (including AdEffective's recently launched Footar platform) and reporting with a proprietary platform for improving yield on traditionally low value parked domain names and/or domain portfolios.

Yieldom has forged an exclusive partnership with Distribute Your Articles (DYA), the industry leader in digital content distribution. DYA provides human-written, editorial-reviewed content in the form of informational articles, opinion pieces and unbiased product reviews.

DYA provides exclusively to Yieldom over 600,000 edited articles in over 1000 verticals and is adding over 20,000 articles to the platform every week.

Each site in a domain portfolio receives specifically relevant content, consistently delivered in a way that encourages web visitors to frequently return to, or even bookmark, the domain.

Syndication by DYA utilizes Enterprise-class technology, a full-time staff of native-English speaking content editors, and defined processes honed over many years and hundreds of millions of article distributions.

Yieldom features a customer domain management platform developed by ParkLogic on the acclaimed SalesForce.com system which provides a robust highly scalable solution as well as rapid development and deployment.

The Yieldom domain solution has been developed to better monetize the approx. 80% of domains that do not generate sufficient traffic to be viable. Yieldom customers will enjoy an instant insight into the true value of their domains while generating significant upside through industry leading monetisation and optimisation.

“At today’s launch, the Yieldom platform has over 10,000 domain names live with another 10,000 due online in the coming days.” Said Dean Jones, Managing Director of AdEffective Limited. “By the end of February, we will have 150,000 domains running on the Yieldom platform.”

Publishers and advertisers interested in learning more about Yieldom can contact us through our website at http://www.yieldom.com

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About Yieldom

Yieldom is a wholly owned technology of AdEffective Limited, a publicly listed Australian company on the Australian Securities Exchange (ASX:ABN).
Yieldom is a complete turnkey solution for parked domains, allowing domain name managers/owners to manage all aspects of their domains and client portfolio domains. With editorial control, baked in advertising/revenue generation and reporting, Yieldom takes the hard work out of domain portfolio management.
Yieldom generates revenue for its partners through a variety of Tier 1 & 2 advertising sources and AdEffective’s recently announced Footar platform.

About AdEffective Limited
AdEffective is an online advertising business focusing on the distribution of search advertising to publishers and publisher networks and more recently, on the design and development of innovative new platforms and technologies in the online advertising space to help improve advertiser ROI and generate more revenue for its publisher partners.

About Park Logic
For the past five years, ParkLogic has been monetising and managing domain name traffic on behalf of professional domain name and domain name portfolio owners. ParkLogic is now managing over 400,000 domain names which generate over 3 million unique visitors per day making ParkLogic a significant global Internet traffic aggregator.

About Distribute Your Articles
DYA provides human-written, editorial-reviewed content in the form of informational articles, opinion pieces and unbiased product reviews.

Syndication by DYA utilizes Enterprise-class technology, a full-time staff of native-English

speaking content editors, and defined processes honed over many years and hundreds of millions of article distributions.