

ASX / MEDIA RELEASE

17 DECEMBER 2009

D2 MARKETING LTD (d2 or Company)

Sale of SMS Central and launch of insermo.com

d2 (ASX: DTO) is pleased to announce that in February 2010 its Next Digital subsidiary will launch insermo.com - a new, browser based, integrated communications platform enabling its business clients to communicate with their customers using the SMS, MMS and email communication channels.

insermo.com has been formed through the merger of three of d2's existing businesses: Inspirus (a market leader in the delivery of SMS messaging), mailout.com (a leading email marketing platform) and the core MMS and SMS technologies of SMS Central. It will be headed up by Next Digital's Director of Digital Marketing & Media, Mark Edwards.

As part of the process d2 has sold the remaining assets, technology and customers of SMS Central to dominet digital (see below for further details).

The above does not alter recent earnings guidance announced on 15 December 2009.

Upon settlement in February 2010, dominet will hold all rights to the SMS Central name and business, and the mailout.com and Inspirus brands will be integrated into insermo.com.

"This move reflects d2's intention to operate industry-leading, scalable businesses within its Direct and Digital divisions. We have integrated three small, profitable and highly complementary businesses and technologies into a single business unit which will deliver greater economies and an improved offering to our clients", d2 Chairman Roger Sharp commented.

For further information, please contact:

Roger Sharp
Executive Chairman
D2 Marketing Ltd
T: +61 (0)3 9016 4099

Mark Edwards
Director - Digital Marketing & Media
Next Digital Group Pty Ltd
T: +61 (0) 3 8612 6888

About D2 Marketing Ltd

d2 Marketing is a holding company for a group of Digital and Direct marketing companies.

About dominet digital (dominet.com.au)

dominet digital is a boutique investment firm with a focus on digital media. dominet's investment style is participatory, results-oriented and collaborative. In addition to providing capital, dominet also adds value across operating expertise, domain intelligence and access to global professional networks and financial skills.

For personal use only