



Q Ltd
ABN 13 083 160 909
Level 5 Bank House
11 Bank Place
Melbourne Vic 3000 Australia

ACN 083 160 909
Telephone +61-3 9691 4900
Facsimile +61-3 9600 1500
Website www.qxq.com.au

12 February 2009

Company Announcements Office
ASX Limited
Level 4, Bridge Street
Sydney NSW 2000

ASX ANNOUNCEMENT

Please see attached an ASX release announcing a recent client win by First Rate (Aust) Pty Ltd ACN 123 553 042, a wholly owned subsidiary of Q Ltd.

Yours sincerely

May Chuah
Company Secretary

12 February 2009

FIRST RATE WINS BANKWEST SEM ACCOUNT

First Rate (First Rate (Aust) Pty Ltd ACN 123 553 042), a member of the Q Group of companies (ASX:QXQ), today announced the win of the search engine marketing (SEM) account of Bankwest after a competitive pitch.

Aleksandra Ljubinkovic, Head of eCommerce at Bankwest, said “First Rate impressed us with their unique and comprehensive SEM strategy and proposed tactics. The end to end focus and the leading edge methodology was the clear winner in the end. Bankwest is looking forward to rolling out our new SEM program in 2009 to bring our unique products and services to Australian consumers, and continue our aggressive marketing.”

Tom Skotidas, Sales and Marketing Director of First Rate, said “First Rate is proud to be working with Bankwest, a leader in the Australian banking industry. We look forward to using our SEM skillset to play a key role in growing their market share in the Australian market.”

-ENDS-

First Rate (AUST) PTY Ltd

Level 3, Palsonic House,
4 -16 Yurong Street
East Sydney, NSW 2010, Australia

Mailbox 51, 78 William Street
Sydney NSW

Tel +61 2 9339 6786
Fax +61 2 9475 4566

www.firstrate.com.au



Q Ltd
ABN 13 083 160 909

Level 5 Bank House
11 Bank Place
Melbourne Vic 3000 Australia

ACN 083 160 909

Telephone +61-3 9691 4900
Facsimile +61-3 9600 1500
Website www.qxq.com.au

About Q Ltd (ASX: QXQ)

Q Ltd represents a group of leading Australasian companies that provide services within the interactive advertising and digital marketing sector.

The **Q Ltd** group facilitates interaction between a client's brand and its target audiences via email, list marketing, mobile devices, permission marketing, search engine marketing and websites.

Each **Q Ltd** company brings a specific area of service expertise to the group, providing clients with direct access to dedicated digital advertising and marketing experts.

Collectively, the members of the **Q Ltd** group complement their respective offerings to provide a full sphere of targeting, capturing and interactive services.

Members of the **Q Ltd** group include:

- **3D interactive**, an interactive advertising sales agency that provides sales representation for a network of Australia's premier websites and permissioned databases to advertising agencies and their clients. **3D interactive** has offices in Sydney, Melbourne and Auckland. More information is available at www.3dinteractive.com.au
- **Clear Blue Day**, a digital marketing agency that provides creative business, marketing and brand strategies, with a focus on driving a brand's online presence and sales. **Clear Blue Day** develops strategy and marketing activities, performs online media buying and develops targeted websites and applications. **Clear Blue Day** has offices in Melbourne and Sydney. More information is available at www.digitalagency.com.au
- **First Rate**, an internet marketing consultancy that provides online strategy, search engine marketing (SEM), search engine optimisation (SEO), email marketing and performance-based online advertising and tracking services direct to a range of clients. **First Rate** has offices in Auckland and Sydney. More information is available at www.firstrate.co.nz
- **Freestyle Media**, an online marketing and media agency that provides online strategy, branding, website design and development and media booking services direct to a range of clients. **Freestyle Media** has offices in Sydney. More information is available at www.freestylemedia.com.au
- **List Marketing Australasia**, a list broking business providing database marketing and management services, supplying targeted database lists to a range of clients. **List Marketing Australasia** has offices in Melbourne and Sydney. More information is available at www.listmarketing.com.au
- **Market United**, a digital marketing agency providing strategic, creative and technical advice and services aimed at helping companies take full advantage of all digital marketing channels available for branding, capture, communications and sales. **Market United** has offices in Perth. More information is available at www.marketunited.com

- **Mosaic Traffic**, an outsourced advertising operations company providing the delivery of online advertising to some of Australia's leading advertising agencies, publishers and online brands. **Mosaic Traffic** has offices in Sydney. More information is available at www.mosaicsolutions.com.au
- **The Great Australian Survey ("Aussie Surveys")**, an online leader in the collection of detailed (permissioned), demographic, lifestyle and purchasing data of consumers in Australia, New Zealand and the United Kingdom. **Aussie Surveys** provides marketers and researchers with aggregated information that consumers have voluntarily entered online. **Aussie Surveys** has offices in Sydney and Perth. More information is available at www.aussiesurveys.com.au

For further information please contact:

Kevin V Campbell

Chairman

Q Ltd

kvcampbell@bigpond.com

Mobile +61 418 277 777

Paul G Choiselat

Chief Executive Officer

Q Ltd

pchoiselat@qxq.com.au

Mobile +61 414 232 143

Telephone +613 9691 4900

Facsimile +613 9600 1500

May Chuah

Company Secretary

Q Ltd

mchuah@qxq.com.au

Telephone +613 9691 4900

Facsimile +613 9600 1500