Target, capture and interact

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Company Announcements Office
ASX Limited
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MEDIA RELEASE

Please see attached a media release by The Great Australian Survey Pty Ltd, a wholly owned subsidiary of Q Ltd.

Yours sincerely

May Chuah
Company Secretary

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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.3dinterative.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**

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For immediate release

Media Release

18 NOVEMBER 2008

100,000+ Members Join The Great New Zealand Survey

The Great New Zealand Survey has reached a milestone of 100,000 members this month making it one of the largest opt-in email lists in New Zealand.

The Great New Zealand Survey, also known as Kiwi Surveys (www.kiwisurveys.co.nz), is one of the fastest growing, most highly profiled and consistently responsive online databases in New Zealand.

“Reaching over 100,000 members is a great achievement for the New Zealand market, and gives our clients the ability to target a large pool of responsive and highly profiled members for their marketing and research requirements”, says Managing Director Aaron O’Sullivan.

Kiwi Surveys is also one of the most frequently updated databases on the market. Each month members are asked to take part in a 'mini-survey' which keeps their data up to date and allows them to answer new questions and provide additional demographic and lifestyle data which becomes immediately available for clients use.

O’Sullivan goes on to say, “Our database is spam compliant and opt-in, meaning we have our members’ explicit permission to contact them regarding products, offers, services and surveys

that match their profile. As well as 100,000 members contactable by email, we also have permission to send messages to 70,000 members by post and 55,000 members by telephone."

Over 100,000 New Zealanders have now completed a 5 minute survey at www.kiwisurveys.co.nz and gone into the draw to win $5,000 just for providing lifestyle, purchasing and demographic information, plus their permission to be contacted by The Great New Zealand Survey on behalf of clients.

Kiwi Surveys is a business unit of The Great Australian Survey Pty Ltd, www.aussiesurveys.com.au, a subsidiary of Q Ltd (ASX: QXQ).

For further information or to join either the New Zealand or Australian databases, go to www.kiwisurveys.co.nz or www.aussiesurveys.com.au or contact Aaron O'Sullivan on +61 2 92992880

-ENDS-

About The Great Australian Survey and The Great New Zealand Survey

We collect detailed demographic, lifestyle and purchasing data on consumers who join The Great Australian Survey or The Great New Zealand Survey and complete our survey.

Consumers choose to complete the survey and choose how much or how little personal and purchasing information they want to share with us.

In return, we give them the chance to win great prizes on a regular basis, and promise to use their information for marketing and research purposes in a professional and appropriate way.

For advertisers and researchers, we provide 100% opt-in, permission-based, spam compliant lists for email, postal and telephone marketing. No data is fresher, and no company is more responsive in providing you with the type of data you need at the best possible cost.

About Q Ltd

Q Ltd wholly owns a group (the Q Group) of leading Australasian companies that provide services within the interactive advertising and digital marketing sector. The Q 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.

Member companies of the Q Group include 3D interactive, First Rate, Freestyle Media Group, List Marketing Australasia, Mosaic Solutions, Clear Blue Day, Market United and The Great Australian Survey.

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