qxq
the digital marketing group

9th February 2010

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

ASX ANNOUNCEMENT

Please see attached an ASX announcement incorporating a media release by First Rate (Aust) Pty Ltd, a wholly owned subsidiary of Q Ltd.

Yours sincerely

May Chuah
Company Secretary/ CFO

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ASX / Media Release

9th February 2010

First Rate Announces Exclusive Australian and New Zealand Partnership with SearchIgnite

Search marketing agency, First Rate has been appointed as the exclusive licensee in Australia and New Zealand of the Search Engine Marketing (SEM) technology, SearchIgnite. First Rate is a subsidiary of the Q Ltd (ASX: QXQ).

One of the world's leading providers of SEM bid management and reporting solutions, SearchIgnite will provide First Rate with an advanced suite of tools to manage, optimise, track and report on SEM campaigns for its clients.

The SearchIgnite solution offers advanced features including cross-channel conversion path analysis and end-to-end automatic optimisation of creative, bids and landing pages.

Founder of First Rate, Jon Ostler said "We carried out an extensive, worldwide search for the best SEM technology available. In the end we chose SearchIgnite because of their technology's leading bid management methodology, unique direct marketing features, and proven client results."

First Rate CEO for Australia, James Ward, said, "With SearchIgnite, First Rate can optimise and drive our clients' SEM campaigns further than ever before – generating more clicks, leads, and sales within our clients' ROI targets. As a recognised leader in SEM technology, SearchIgnite supports our commitment to provide the best and smartest SEM service available in Australia."

First Rate CEO in New Zealand, Kevin Francis, said, "Due to an initially slow take up of SEM in New Zealand compared to other countries we are now seeing a rapid increase in demand for SEM services. As New Zealand's leading search marketing agency we are excited to introduce cutting edge technology into the country that many local advertisers would not normally be able to access. Over the years we have found that advertisers that take full advantage of contemporary online marketing channels like search gain a huge competitive advantage. We expect that the deployment of this technology across our New Zealand clients will extend their competitive advantage further."

Founder of SearchIgnite, Roger Barnette said, "We are excited to form a strategic relationship with First Rate across Australia and New Zealand. We were impressed with the reputation and leadership position First Rate has built up around their search marketing services. This new strategic relationship with SearchIgnite means they will grow their leadership position further in SEM."

About First Rate

First Rate (www.firstrate.com.au) is one of Australia's leading search marketing agencies, specialising in search engine optimisation (SEO), search engine marketing (SEM), and performance online advertising. They are recognised as leaders in developing strategies and tactics that help their clients dominate the search engines and grow their online market share. First Rate works with many of Australia's leading blue chip brands. Its clients are spread over 50 industries including retail / e-tail, financial services, education, energy, travel, and software solutions.

First Rate (Aust) Pty Ltd (ABN 87 123 553 042) is a subsidiary of ASX listed Q Ltd (ASX:QXQ).

About SearchIgnite

SearchIgnite is one of the world's leading providers of search optimization and reporting solutions. SearchIgnite help large, sophisticated marketers achieve their online marketing goals quicker and spend their advertising dollars smarter. SearchIgnite optimises $350 million (USD) in paid search annually, manages over 50 million keywords and helps deliver 1,500 ads per second, driving $8 billion+ in revenue for marketers each year.

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Further information:

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