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26 November 2008

Company Announcements Office  
ASX Limited  
Level 4, Bridge Street  
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**MEDIA RELEASE**

Please see attached a media release by 3 Dimension Interactive Pty Ltd, ACN 104 904 396, a wholly owned subsidiary of Q Ltd.

Yours sincerely

May Chuah  
Company Secretary



### **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](http://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](http://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](http://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](http://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](http://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](http://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](http://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](http://www.aussiesurveys.com.au)

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**For immediate release**

**Media Release**

**26 November 2008**

**Optus Appoints 3Di for Interactive Advertising Sales**

3Dimension Interactive Pty Ltd ACN 104 904 396 (3Di), a member of the Q Group of companies (ASX:QXQ), today announced the appointment by Optus as its exclusive agency representative for interactive advertising sales across the Optus Zoo web content portals.

The appointment follows the announcement by Optus that they are in the process of re-launching the Optus MyZoo portal for both internet and mobile customers. The re-vamped portals will offer Optus customers an enhanced level of personalisation, allowing them to share content preferences across both PC and mobile screens and have a single content experience across both portals.

Mark Mulder, General Manager of Optus Content and Portals said, "After a competitive process, 3Di was successful in winning our account as they have demonstrated an understanding of Optus' digital advertising objectives. We also considered their reputation and experience in the digital advertising market place".

Paul Davies, commercial Director of 3Di said, "Optus joins the 3Di premium network at a time where there is an increased focus on the ad networks in our industry. We are one of the highest growth sectors in the online market."



Davies goes on to say; “Optus is a premium opportunity for advertisers and highlights the ability for 3Di to continue to bring quality highly targeted advertising environments for our key clients through their media agencies.”

-ENDS-

**About 3Dimension Interactive Pty Ltd**

3D interactive is an interactive advertising sales network that provides sales representation for a network of Australasia's premier permissioned databases and digital media properties, to advertising agencies and their clients.

3D interactive is a member of the Q group of companies and has offices in Sydney, Melbourne and Auckland

**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.

**About Optus**

Optus is an Australian leader in integrated telecommunications, delivering cutting-edge communications, information technology and entertainment services. In 2001 SingTel became the parent company of Optus, paving the way to become a strong and strategic telecommunications player within the Asia-Pacific region.

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