

# BlueFreeway (ASX: BLU) Announcement

*Thursday 19<sup>th</sup> April 2007  
Sydney, Australia*

## BlueFreeway acquires leading US behavioural targeting and web analytics solution provider, SageMetrics

### Announcement Highlights

- **BlueFreeway has entered an agreement to acquire 100% of the assets of leading US analytics company SageMetrics**
- **SageMetrics has forecast revenue of \$3.4M and is profitable**
- **SageMetrics clients include BBC, Virgin, Nintendo, Phillips Electronics, United Media**

BlueFreeway (ASX: BLU), a leading global provider of digital and interactive marketing services, is pleased to announce today that it has entered into an agreement to acquire 100% of the assets of US analytics company, SageMetrics. SageMetrics, founded in 1997 and based in Los Angeles, California is a leading behavioural targeting and web analytics solutions provider to global companies. It has a high profile client list including BBC, Virgin, Nintendo, Phillips Electronics, United Media and L'Oreal.

SageMetrics has forecast revenues of AU\$3.4M for the 2007 financial year and is profitable. The company has offices in Los Angeles, London, Paris, and Chennai. BlueFreeway will maintain the brand identity of SageMetrics.

BlueFreeway will make an initial one off payment of US \$1.25M with the additional performance based earnout to be paid over a three year period in 2008, 2009, and 2010.

BlueFreeway Chief Executive Officer, Richard Webb, is thrilled to be adding SageMetrics' technology, people, and customer base to our portfolio. "The SageMetrics acquisition is a critical addition to our group because it will allow us to offer world's best marketing analytics and will provide an unparalleled competitive differentiation for our salesforce to take to our global client base. We are particularly proud to be bringing this US based business, with such an admirable customer base and international footprint into our portfolio."

SageMetrics has a highly flexible interactive multi-dimensional reporting interface which permits clients to use multiple data sets to understand, segment, and target their customers more effectively. The company facilitates a more sophisticated approach to online advertising by enabling clients to segment website visitors and deliver tailored content. This in turn reduces advertising wastage and increases advertising yield.

Kenneth Nwabueze, SageMetrics Chairman, is excited to be joining the fast growth digital and interactive marketing group, BlueFreeway "We are impressed by the calibre of the companies in the BlueFreeway group to date and inspired by the company's unique approach to providing a full service digital and interactive marketing communications solution, the most compelling in the market place today. We are pleased to be part of this remarkable movement to offer measurable to interactive communications solutions."

The acquisition is expected to be revenue and earnings accretive to BlueFreeway.



**About Blue Freeway**

[www.bluefreeway.com](http://www.bluefreeway.com)

BlueFreeway (ASX: BLU) is an Australian-based global digital and interactive marketing communications company with stakes in ten digital and interactive marketing specialists, as well as destra Hosting, one of Australia's largest web hosting companies. The company has offices in Australia, the United States, the United Kingdom, France and India.

BlueFreeway offers an end-to-end internet and mobile marketing solution to top 1,000 corporations and government. The Portfolio Companies in the BlueFreeway group are Agency Fusion, Cogentis, Communicator Interactive, Deepend Sydney, destra Hosting, eHound, Forty Two International, IXION, MassMedia Studios, Sage Metrics and Spin Communications.

**For BlueFreeway inquiries please contact**

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