

## BlueFreeway (ASX: BLU) Announcement

*Tuesday 9<sup>th</sup> October 2007*

### **BlueFreeway completes acquisition agreement to acquire Fivia, Holler, Certifica and Clear Light Digital**

As announced to the market on 18<sup>th</sup> September 2007, BlueFreeway a leading global group of digital and interactive marketing communications specialist, entered into agreements with Fivia, Holler, Certifica and Clear Light Digital. BlueFreeway has today completed all transactions in line with its earlier announcements.

#### **About BlueFreeway [www.bluefreeway.com](http://www.bluefreeway.com)**

BlueFreeway (ASX: BLU) is an independent, global digital and interactive marketing communications company with stakes in a growing portfolio of digital and interactive marketing specialists, as well as BlueCentral, a leading hosting and business infrastructure company. BlueFreeway's product development division recently announced the launch of blu. – a marketing portal designed specifically for marketing professionals to collaborate and network. The company has offices in Australia, Chile, China, France, India, Italy, Japan, Spain, Thailand, United Kingdom, and the United States.

BlueFreeway offers a suite of end-to-end, internet and mobile marketing solutions, to major corporate and government advertisers. The Portfolio Companies in the BlueFreeway Group include: Blackglass, BlueArc Group, BlueCentral, Certifica.com, Clear Light Digital, Cogentis, Communicator Interactive, Deepend Sydney, Digicon, eHound, Fivia, Forty Two International, Holler, IBC, JSA Interactive, MassMedia Studios, Max Australia, SageMetrics, Spectrum Communications Group, Spin Communications, Tentacle, and Viva9.

#### **For BlueFreeway inquiries please contact:**

Ken McDonnell

Chief Financial Officer

BlueFreeway

Phone +61 2 9336 8503

Email [ken.mcdonnell@bluefreeway.com](mailto:ken.mcdonnell@bluefreeway.com)