

18 June 2015

**ASX ANNOUNCEMENT  
MANALTO PARTNERS WITH BLACKNIGHT –  
IRELAND’S LARGEST DOMAIN REGISTRAR AND HOSTING COMPANY**

Manalto Limited (MTL.ASX) (“the Company”) today announced a partnership with Blacknight Internet Solutions Ltd (“Blacknight”), Ireland’s largest domain registrar and hosting company, to make the Company’s new Social Media Solution – Soshlr, available to the Blacknight client base comprising approximately 120,000 small to medium sized enterprises (SMEs).

Blacknight is Ireland’s largest ICANN accredited domain registrar and hosting company, providing services to approximately 120,000 SMEs, representing approximately 65%\* of the total number of active SMEs in Ireland. Blacknight has received several awards for its own use of social media in marketing, and is considered one of Europe’s most cutting edge Internet companies.

Soshlr is Manalto’s recently launched, purpose-built solution for resale by Web Hosts and Service Providers targeting small to medium sized enterprises. The product utilises the scalable Manalto technology, and is packaged and provisioned for resale as an Add-On or part of a Business Services Bundle. The agreement with Manalto will directly provide Blacknight with an alternative revenue stream in addition to their core web hosting products.

The launch of Soshlr represents the latest move in Manalto’s plans to build a solid multi-channel sales and distribution channel for its technology.

“Manalto is thrilled with the opportunity to partner with Blacknight, a market leader within the Web Host industry and corporate advocate of social media. It will enable Blacknight to offer a new, value-driven solution to its clients that directly addresses the operational and marketing challenges businesses face in efficiently coordinating user access, brand management and campaigns across a multi-social media presence,” said Anthony Owen, Founder and CEO, Manalto.

Gianni Ponzi, Vice President Sales, Blacknight said, “Blacknight constantly seeks to lead the way by introducing innovative solutions for its client base. Social media is now as important a channel as a web presence for SME’s. Therefore, the partnership with Manalto and the inclusion of its Soshlr product in our product suite is a natural step for Blacknight to commercially propel the company directly into the social media arena. The functionality of the Soshlr product is designed to directly address key challenges for a SME managing a multi-platform social media presence, with more than one user across the business updating content or posts.”

**More information**

[www.blacknight.com](http://www.blacknight.com)  
[www.soshlr.com](http://www.soshlr.com)

**About Manalto Limited**

Manalto Limited is a provider of enterprise social media management solutions. Manalto enables organizations to efficiently manage their social media assets at scale, with alignment to their structure. Manalto delivers controls to support brand management and risk management across social media. It has offices in Los Angeles and Washington DC Metro, and supports customers globally. For further information, please visit [Manalto.com](http://Manalto.com)

*\*While it is currently estimated that there are approximately 200,000 SMEs in Ireland, the most recent official Central Statistics Office figure (2012), advises more than 185,500 active enterprises in Ireland and 99.7% of them were SMEs. Source: Irish Small and Medium Enterprises Association <http://isme.ie/>*

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