



ASX Release

29 October 2007

CommodiTel to acquire leading eMarketing group Empowered Communications

CommodiTel Limited (ASX: CMO) is pleased to announce that it has signed an agreement to acquire 100% of the Empowered Communications group of companies, subject to procuring financing to fund part of this acquisition.

Established in 2001, Empowered is Australia's leading permission based online marketing provider. It runs a network of websites and loyalty programs for its pre-registered subscribers who simply respond to, or take part in, promotional and marketing research campaigns in return for free rewards such as SMS's, ring tones.

The acquisition details will be disclosed before 30 November 2007 being the deadline for the financing condition precedent to be satisfied. At this point an upgrade to FY08 EBITDA forecast will be provided.

A vision of CommodiTel is to establish itself as a leader in the convergence of mobile phones, the internet and media communications. The mobile phone and the internet will continue to converge over the coming years, and there is a lot of hype about how advertising revenues and marketing will evolve with the mobile. CMO has a vision that this evolution will take place with the mobile acting as an extension of the internet and as a result both mediums will continue to co-exist. With this view in mind CMO sought out an opportunity to acquire a proven and successful internet partner who was profitable with revenues from online advertising and marketing.

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