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Company Announcement Office
Australian Securities Exchange Limited

By: eLodgement

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Re: Official Launch of GoConnect's Metro Netbay Free Wifi Marketing Platform

GoConnect is pleased to advise that the first of GoConnect's Free WiFi Marketing Platform at Metro Trains Melbourne's Flinders Street Station has been officially launched by Metro after a few weeks of testing with the Melbourne public. Flinders Street Station is the busiest train station in Melbourne City with daily commuter traffic of more than 180,000 people. However, the extended service coverage will see an estimated 350,000 people daily being able to access the service within Flinders Street Station and its surrounds. **Flinders Street Station is also the first major Australian train station to be provided with free WiFi service on such a large scale. With the Official launch by Metro Trains Melbourne today of the Metro Netbay Free WiFi service, Melbourne joins a number of major cities around the world including London, Paris, Moscow, and New York in offering free WiFi to train commuters.**

GoConnect is the official advertising sales agent of the service and provided significant technology support to Netbay Internet, the operator of the Metro Netbay Free WiFi service. In the past few weeks, a number of advertisers have already joined this marketing platform and GoConnect has successfully delivered their advertising messages in text, graphics and video over this platform to the Melbourne public. The launch advertisers of the service include:

City of Melbourne- Melbourne Spring Fashion Week, JeansWest, Dracula's Cabaret, Mount Avoca Wines, Novartis Pet Care, Glamazon Shoes, uctv.fm, Chrysler Jeep Dodge, Nissan and Kia for the Northern Motor Group, and Telstra.

Preliminary statistics collected from the live service have demonstrated click through rates that are significantly above the online industry average even before the implementation of targeted advertising, by age gender and location, a key feature of the

marketing platform. GoConnect has been successful in securing advertisers directly as well as receiving the support of number advertising agencies.

Despite the increasing popularity of free WiFi around the world, GoConnect believes that its **Free WiFi Marketing Platform** is unique as GoConnect has been able to draw upon its experience, know how and technology in providing an advertising funded free ISP service as early as the year 2000. The current GoConnect Free WiFi Marketing Platform has incorporated a number of the key features of the GoConnect patented GoTrek Internet TV application which was deployed in 2000 to deliver the GoConnect advertising funded free ISP service.

The Metro Netbay Free WiFi service will join other GoConnect Free WiFi Marketing Platforms in the coming weeks with the next one to go live being the Melbourne Jam Factory Free WiFi service co-owned and managed by GoConnect. Implementation of the Jam Factory Free WiFi service is well advanced and this service will go live next month, to be followed by other major shopping centres in Australia and China before year end with agreements pending.

The GoConnect Free WiFi Marketing Platforms targets to achieve an audience reach of about 3 to 4 million people a month before the end of 2012.

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For further information on the GoConnect Free WiFi Marketing Platform, please contact: Mr Richard Li, Chairman, GoConnect Ltd, on +61 3 99937000 or email him at media@goconnect.com.au or contact sales@goconnect.com.au