



BlueFreeway continues global expansion, acquiring Media Synergies, PlanetUTech and Reflexible in Thailand

Sydney, Australia –Friday 19th October 2007: BlueFreeway Limited (ASX: BLU), an independent global digital marketing Company, today announced three acquisitions in Bangkok Thailand.

BlueFreeway has entered into agreements to acquire 100 per cent of **Media Synergies, PlanetUTech and Reflexible** , who are all leading digital marketing companies in the South East Asian market. The combined cost of the acquisitions is \$1.5m.

Bill Emden, Group Managing Director, BlueFreeway Southeast Asia, said, “the three recent acquisitions have complimentary web design development and complex application skills which position BlueFreeway to service the rapidly growing Thailand digital media industry with world class talent.”

The three companies are all profitable and are forecast to contribute over \$1m in revenue to the BlueFreeway group. The acquisitions expand BlueFreeway’s group of companies to 25 and further demonstrates BlueFreeway’s commitment to expanding in the South East Asian region to service local, regional and global customers.

Media Synergies core strengths are database analysis and design, back end and front end integration for digital media, and design and production of Intranets and Extranets. Media Synergies provides solutions where advanced techniques or integration is required.

PlanetUtech brings to the BlueFreeway group, key project management skills, design consulting, interactive media, web design, web-based application, along with advertising media and corporate identity marketing. Key clients include: Toyota Motor Thailand Company Limited and GMM Grammy PCL.

Reflexible specializes in high end electronic brochures, graphic design, and interactive and animation communications design. Within in the Asian market Reflexibles produces high end electronic online catalogues for the fashion industry, property developers, record companies, retailers and the entertainment industry. Reflexible key clients include: Chaps, Playmate, and Subaru.

BlueFreeway's Chief Executive Officer, Richard Webb, said: "These acquisitions further cement our leadership position globally as we continue to grow from strength to strength in all leading markets around the world."

About BlueFreeway www.bluefreeway.com

BlueFreeway (ASX: BLU) is an independent, global digital and interactive marketing communications company made up of 25 companies with over 500 staff servicing over 1,450 advertisers and publishers in all continents. BlueFreeway has stakes in a growing portfolio of digital and interactive marketing specialists. 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.

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