



## FOR IMMEDIATE RELEASE

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### **FulfilNET becomes the first authorised Google AdWords reseller in Australia**

**FulfilNET Australia Pty Ltd, Australia's leading provider of online content management and search engine marketing tools and services, today announced an agreement with Google that will see FulfilNET under the Yodel Australia brand, act as the first authorised reseller of Google AdWords in Australia.**

Google AdWords is a quick and simple way to purchase highly targeted cost-per-click (CPC) or cost-per-impression (CPM) advertising. AdWords ads are displayed next to the search results on Google, as well as on search and content sites in the growing Google Network.

In addition to re-selling AdWords, FulfilNET will offer support in designing AdWords campaigns, writing ad copy, managing campaigns, providing reports on campaign effectiveness, billing the customer and educating the customer throughout the process.

FulfilNET CEO, David Mayman, said the deal provides an additional revenue stream for FulfilNET and gives customers the ability use the world's largest search engine to generate new leads and sales, while benefiting from FulfilNET's many years of online experience of using search engines to run effective campaigns.

*"We are very excited to become Google's first authorised AdWords reseller in Australia. We look forward to building a long and mutually rewarding relationship,"* Mayman said.

*"The agreement with FulfilNET provides additional sales and support capability to expand the reach of Google's ad programmes in Australia. Our relationship with FulfilNET enables Google to leverage an established salesforce to reach small and medium-sized businesses and enable them to advertise their products cost effectively to a local or worldwide audience,"* said Daniel Alegre, Director, Worldwide Strategic Business Development, Google.

FulfilNET is currently the exclusive supplier of content management software to Telecom New Zealand's Yellow Pages directory.

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### **About FulfilNET**

FulfilNET is Australia's leading provider of online content management and search engine marketing tools and services. FulfilNET is the first authorised reseller of Google AdWords in Australia.

For more information, please visit [www.fulfil-net.com](http://www.fulfil-net.com) and [www.yodelaustralia.com.au](http://www.yodelaustralia.com.au)

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### **Note to Editors:**

**David Mayman**, CEO of FulfilNET is available for media interviews upon request.