



the digital marketing group

## QLtd Launches Great Sites

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11th March, 2011, Sydney, Australia - Digital media group, Q Ltd has today launched their membership website [www.greatsites.com.au](http://www.greatsites.com.au), the first step in the development of a comprehensive online membership portal which will feature an enhanced and expanded offering for members and advertisers. Great Sites is an expansion of Q Ltd's original The Great Australian Survey and for Q Ltd's 500,000+ members the new site will continue to reveal a range of new features over the coming months which will further position Q Ltd as a leader in the online media space. Members visiting the site will have access to competitions, offers, shopping, entertainment and research surveys. There will be more prizes and a focus on social media integration and engagement with and between members. Jon Ostler CEO of Q Ltd's digital asset development division QEDigital said, We have seen many rapid changes over the last three years with an increasing number of membership based sites playing in our space as well as the increased use of social media, one day deals and group buying sites by our members. We intend to respond to these changes to further position ourselves as leaders within the media space. Great Sites will offer improved options for advertisers including enhanced marketing data verification and quality controls, more members to target, higher response rates and additional contemporary advertising options including advanced targeting, co-registration and various research services. Great Sites is based on a new .NET CMS (content management system) and CRM (customer relationship management) platform which will support rapid development of new capabilities in response to rapidly evolving member requirements and online behaviours. Q Ltd has also launched versions of Great Sites in the UK and New Zealand. -ends- For further information or interviews please contact: Naomi Joyce CP Communications P: 02 9922 1063 E: [Naomi@cpcommunications.com.au](mailto:Naomi@cpcommunications.com.au) Oakley Kaddish Marketing Manager Q Limited P: 02 9339 6783 E: [Oakley.kaddish@qxq.com.au](mailto:Oakley.kaddish@qxq.com.au) Q Ltd (ASX:QXQ) owns a group of specialist interactive advertising and digital marketing communication companies. Each company is a leader in their area of expertise. The Q Ltd Group provides an integrated spectrum of interactive advertising and digital marketing services needed to interact with today's digital consumer. They provide: digital strategy and planning services, creative and technical development, search marketing and performance marketing, media sales (display, email, mobile, performance and data) and digital publisher representation. Q Ltd companies include: Thing, Market United, First Rate, 3d interactive and QEDigital (The Performance Network, Great Sites and Great Promotions). <http://www.qxq.com.au/>

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