



BlueFreeway (ASX: BLU) Announcement

*Tuesday, 3 July 2007
Sydney, Australia*

BlueFreeway completes the acquisitions of Viva9 and BlueArc

As announced to the market on 6 June 2007, BlueFreeway, an independent global digital marketing company, entered into agreements to acquire Viva9 and BlueArc. BlueFreeway has now completed the transactions on the terms previously announced.

About Blue Freeway www.bluefreeway.com

BlueFreeway (ASX: BLU) is an Australian-based independent global digital and interactive marketing communications company with stakes in a growing portfolio of digital and interactive marketing specialists, as well as BlueCentral, a leading hosting and business infrastructure company. The company has offices in Australia, the United States, the United Kingdom, France, China and India.

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, Cogentis, Communicator Interactive, Deepend Sydney, Digicon, eHound, Forty Two International, IBC, JSA Interactive, MassMedia Studios, SageMetrics, Spin Communications, Tentacle, and Viva9.

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