

MEDIA RELEASE**15 NOVEMBER 2010****ASSOB'S GOLD COAST ANNUAL SPONSORS CONFERENCE RECOGNISES
OUTSTANDING SUCCESS IN START UP AND SME PEER TO PEER INVESTING
*\$120 MILLION RAISED TO DATE***

Australia's largest capital raising platform, Gold Coast based, **Australian Small Scale Offerings Board (ASSOB)** is pleased to announce that its process of matching companies with investors has resulted in raising \$120 million in capital to date. Over the past weekend, 45 ASSOB Sponsors from around Australia attended ASSOB's Annual Sponsors Conference to discuss the current underperformance of the IPO and Venture Capital space and the proven alternative -the ASSOB Capital Raising Platform. Key note presentations were given by local entrepreneur, consultant, educator and author, Dr. Tom McKaskill and Australia's expert on practical emotional intelligence, Chris Golis. Tauro Capital Partners was the winner for the day, taking home awards for Highest Individual Raise, Fastest Completed Individual Raise and Most Funds Raised for Financial Year 2010. The Company currently has almost 20 companies in various stages of preparation for fund raising on the platform. ASR Capital took home the award for Best Performing New Sponsor.

ASSOB is being inundated by quality businesses seeking to raise equity capital. Many of these businesses have already exhausted avenues for bank funding and loans or investment from other finance sources. ASSOB provides an ideal alternative to fulfil this need, with a proven track record of success in introducing companies to investors. Peer to Peer investing is an exciting and rapidly emerging industry that connects investors and SMEs (Small to Medium sized enterprises) through ASSOB's online platform. Instead of funds coming to SMEs via Banks; the Friends, Family and Fans of the business, as well as investors matched during the discovery process invest directly into the SME via the Australian Small Scale Offerings Board. A recent success story is Melbourne-based juice company Preshafood Limited, who raised over \$3.2 million in funds from investors in less than four months through the use of the platform's facilities, which facilitated credibility to the business.

In commenting on the ASSOB Capital Raising Process, Mr Andrew Gibb, Managing Director, Preshafood Limited, said,

"Preshafood had run out of options for additional funding. We were experiencing a huge growth in orders and demand for our product, yet were unable to meet capacity with limited infrastructure. Promoting our company on ASSOB enabled us to quickly fund the continued expansion of the business by investing in the supply of more equipment to ramp up production levels."

The ASSOB Platform continues to facilitate business success; the following is a sample of the type of businesses preparing to utilise the ASSOB platform, in November 2010 alone: Reward Systems, Mobile & Social Media Marketing, Vehicle Recognition Services, Peer to Peer Backup, On-Line Wine, International Property, Nutrition, Agricultural Equipment, Food Ingredients, Gluten Free Baking, Import Export Broking, Dietary Fibre, Maintenance Services and Transportable Buildings.

**Australian Small Scale Offerings Board Limited ACN 109 469 383**

Level 15, 2 Corporate Court, Bundall QLD 4217

Tel: 1300 722 954

Fax: 1300 722 593



These innovative companies will join over 60 companies already raising capital through ASSOB from Friends, Family and Fans of the business as well as contacts discovered and nurtured during the company's Capital Raising Process. ASSOB also has a substantial list of over 16,000 subscribers whom are made aware of these investment opportunities. Another rapidly emerging trend is the number of professional advisory firms, including accountants, corporate advisors and lawyers, now recommending their clients to consider utilising the ASSOB peer-to-peer capital raising platform to finance growth. These include well known accounting and corporate advisory firms, Hayes Knight, Duncan Dovico, Moore Stephens and Tauro Capital.

In commenting on the often difficult nature of capital raising and the success of the ASSOB Platform, Simon Ward, Managing Director of ASSOB Sponsor Tauro Capital, said,

"Unfortunately the experience we hear from many companies looking to raise capital is, often by the time they come to see us, they have been through a number of advisers and looked at a number of options. All of these things involve a lot of time and money, which for many smaller companies, they simply do not have."

"So the question is, what to do next- raise capital through a private equity firm? List via IPO? A backdoor listing? Our experience has been that many people need good common sense advice as well as a solution. We are experienced enough to know what investors and clients need to hear and our message is pretty positive; ASSOB is a solution that meets their needs and there is a process that we can put in place that provides some certainty and comfort of success."

"The general consensus of the speakers at the weekend's conference was that in the current climate, ASSOB was an excellent stepping stone for a businesses wanting to raise capital."

In commenting on the ongoing success of the ASSOB platform in 2010, Paul Niederer, CEO, ASSOB, said,

"It's refreshing that a number of new businesses listing on ASSOB raise around \$600,000 to \$1 million before moving from VIP/Early Bird to "Live" on the ASSOB platform. We see this and other indicators that the SME market is really starting to get back to business and are looking for ways to fund growth, with ASSOB essentially facilitating this process."

"2011 is shaping up to be our best capital raising year to date, with a wealth of small businesses waiting in the wings to commence a capital raising, as well as some nationally recognised names seeking to use the platform."

For further information please contact:

Paul Niederer
C.E.O
Australian Small Scale Offerings Board
M: 0411 968 362
E: paul@assob.com.au

Rod North
Managing Director
Bourse Communications Pty Ltd
T: (03) 9510 8309
M: 0408 670 706
E: rod@boursecommunications.com.au

ABOUT ASSOB

The **Australian Small Scale Offerings Board (ASSOB)** is Australia's largest capital raising platform for high-growth, unlisted companies (over \$120M raised to date). ASSOB uses many of the techniques used by stock exchange listed companies to enable unlisted companies to raise between \$250K and \$5M in equity capital via the **ASSOB Primary Board**. It is a pioneer in this space in Australia and is rapidly becoming known as one of the most innovative capital-raising platforms in the world. ASSOB delivers its services via **Accredited ASSOB Sponsors**. These ASSOB Sponsors are usually professional advisors and business consultants that work with growing companies and facilitate their listing onto the ASSOB Platform. ASSOB also recently launched the **ASSOB Secondary Sales System** as well as the **ASSOB Compliance Listing** service which are the first of its kind in the unlisted securities sector in Australia. **For more information please visit the ASSOB website, www.assob.com.au**