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11 October 2000

By facsimile: 1300 300 021

No. of pages: 3

Company Announcements Office
Australian Stock Exchange Limited

Dear Sir,

Re: GoTrek Technology Gains International Recognition

We are pleased to advise that GoConnect Ltd has been invited as one of 15 Australian technology companies to showcase their technology at the Technomart 2000 technology expo in November this year in Seoul, South Korea. According to GoConnect, technology companies from 23 countries will be participating in Technomart 2000 by invitation only.

GoConnect Ltd is the only internet media company from Australia invited to this technology expo, demonstrating the recognition it has gained from the organizers of Technomart 2000. Further details of GoConnect's participation in Technomart 2000 can be found in the attached press release from the Company.

Yours sincerely

Richard Li
Managing Director
Sino Securities International Ltd



MEDIA RELEASE
11 October 2000

GOTREK TECHNOLOGY GAINS INTERNATIONAL RECOGNITION

Melbourne based GoConnect, is one of only 15 Australian technology companies - and the only Australian Internet media company - to be invited to exhibit their technology at Technomart 2000, November this year in Seoul, South Korea. Exhibitors are only able to participate in this international technology expo by invitation.

GoConnect will showcase its proprietary, world first Internet technology, GoTrek, with a view to licensing the product to international companies. GoTrek, which offers advertisers the opportunity to deliver television quality advertising, through either dial-up or broadband Internet connections, is an innovative online media technology for which an application for grant of patent worldwide has been made.

GoConnect's primary objective is to become the largest Australian online advertising medium and a facilitator of e-commerce underpinned by the large connected membership base of GoConnect's free ISP.

Managing Director, Mr David Tam, said 'Revenue earned from licensing our proprietary technology to international ISPs is an important part of our business model, thus the invitation to attend Technomart 2000 is a privilege and has been incorporated into our international marketing plan.'

'Our international focus is to establish GoTrek as the universal standard for delivery of TV quality, full motion and sound advertising commercials for ISPs, using either dial-up or broadband connections, around the world.'

'While streaming technology enables TV advertisers to display their ads to Internet users with broadband access without loss of quality, broadband currently only accounts for 1% of the global online population, not a sufficiently large audience to attract TV advertisers. The arrival of GoTrek has changed all that. GoTrek is compatible with both broadband and dial up, so it enables TV advertisers to reach 100% of the online population to deliver their TV commercials to the PC screen without loss of quality.'

High-tech companies all around the world are invited to participate in Technomart 2000 as exhibitors and for the purpose of engaging in pre-arranged business meetings with South Korean companies seeking to outsource advanced technologies.

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As the organizer, KOTRA (the Korean Trade-Investment Promotion Agency), will recruit attendees and arrange individual business meetings between international exhibitors and technology seekers on such matters as technology licensing, joint ventures, strategic alliances and the like.

Mr Tam said, 'Technomart 2000 will provide a tremendous opportunity for GoConnect to gain international exposure to participants from twenty-three countries all in the one place, as well as gain recognition within the technology world.'

Trade Commissioner of the Korea Trade Centre Melbourne, Mr Sangmook Kim, said today, 'We are proud to have a company of the calibre of GoConnect Ltd to showcase its technology at Technomart 2000. We are a strong believer in Australian technology, and are keen to be of assistance to GoConnect to universalise its GoTrek technology, hopefully starting with South Korea. As South Korea is one of the most Internet connected countries in the world, we believe our Korean companies will understand the value of GoTrek ahead of others in the world and will be in a position to take advantage of it first.'

It is estimated that more than 180 companies from twenty-two countries, together with some 1000 Korean companies, will participate in Technomart 2000.

Mr Tam said 'Seoul is the ideal location to showcase our world first Internet technology as South Koreans are amongst the most Internet savvy in the world, with around 16% of its online population already on broadband access, far exceeding the US with 3% and globally 1%.'

'GoTrek has delivered click through rates of 3.07% and 2.78% - well above industry average - demonstrating the technology is proven and achieving effective results for our clients. GoTrek is ready for the international market, and is set to become the quality revenue generator for ISPs.'

GoConnect is engaged in a series of discussions with a number of ISPs in Asia including, South Korea and China, as well as the USA and South America with a view to licensing GoTrek.

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Refer to <http://www.goconnect.com.au/advertising.html> to download a copy of GoConnect's media kit illustrating GoTrek.