



Webfirm Group Limited
ASX: WFM

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www.webfirm.com
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ASX ANNOUNCEMENT

LETTER TO SHAREHOLDERS: COMPANY NAME AND BRAND CHANGE

Page 1 of 3

7 May 2009

Webfirm Group Limited (ASX: WFM) (formerly Ansearch Limited: ANH) wishes to advise that the following letter will be mailed today to all shareholders of the Company, notifying them of the change of name of the Company to Webfirm Group Limited and new brand of the Company (earlier announced to ASX).

Media Enquiries:

David Burden CEO
Phone: 0407 44 33 44
Email: david.burden@webfirm.com

Investor Enquiries:

Damian Element CFO/Company Secretary
Phone: 0416 286 642
Email: damian.element@webfirm.com

About the Webfirm Group

Webfirm Group Limited (ASX: **WFM**) is a full service digital media company with three divisions. **Searchworld** powers publishers' profits with premium quality search monetisation solutions, delivering effective global and local organic and paid search to search engines, portals, directory publishers, parked domains, downloadable applications and ad networks. **Webfirm Media** represents advertising inventory from third-party Australian, US and UK-based websites and third party advertising networks to Australian advertisers and exclusively represents advertising on all Navteq navigational maps. **Webfirm** offers the full spectrum of web design and development services, including search engine marketing, optimisation, hosting, marketing consultancy, e-commerce, permission-based marketing, content management tools, and domain name management. With more than 60 staff across Melbourne, Sydney, Perth and in the United States of America, Webfirm continues to develop products and services aimed at helping customers do better business on the Internet. More information at www.webfirm.com

7 May 2009

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MR JOHN SAMPLE
FLAT 123
SAMPLE STREET
SAMPLE STREET
SAMPLE STREET
SAMPLETOWN VIC 3030

Dear Shareholder

We write to introduce you to Ansearch Limited's new corporate identity and explain the reasons for this positive change.

From this week, we become **Webfirm Group Limited**, a name that better encapsulates our products, services and primary objective of helping our customers achieve superior results online.

The timing of this transition is deliberate.

Over the past year we've had a complete restructure under a new board of directors and management team, and we are now a very different organisation from the Ansearch of 12 months ago.

The rebrand also coincides with the company's improving results; we achieved two of our highest revenue-generating months on record in December and January and remain confident of strong revenue growth over the last quarter of the financial year.

With our new strategic direction, the board has chosen to change our name to Webfirm because it is a more accurate reflection of what we do: helping clients get the best possible outcomes from doing business via the Internet.

We are proud of our new identity, which has been developed almost entirely by our own team – very fitting that we engage the talents of our staff on our own behalf as we look to reinforce Webfirm's brand presence.

Our Ansearch Media division is now known as Webfirm Media; the Searchworld and Webfirm divisions' names remain unchanged.

What does this mean for shareholders?

It means you can be confident that Webfirm Group is on a long-term, sustainable and exciting growth path led by a team of highly committed professionals who are passionate about what they do and who embrace the company's new direction.

Finally, just a bit of housekeeping:

- Our corporate website URL is changing to www.webfirm.com
- All of our email addresses are changing, too, to firstname.lastname@webfirm.com
- From the 4th of May 2009, **our ASX code has become 'WFM'** and we have ceased trading under the former 'ANH'

And, because we don't do anything by halves, we're moving house physically as well as virtually!

After a temporary stop-over at our Webfirm storefront at 292 St Kilda Road, from April our Melbourne Group headquarters are located at:

23 Union Street, South Melbourne, VIC 3205

Phone number: 03 8695 9199

Also in April our Perth Webfirm offices have moved to:

24-26 Wickham Street, East Perth WA, 6004

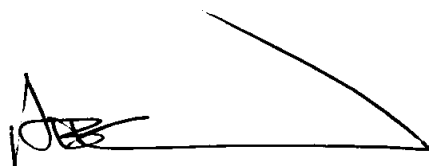
Phone number: 1300 Webfirm

We have laid the foundations on which to build a great business with a big future. Against that exciting backdrop, the Webfirm name encapsulates what we are and the road ahead.

Thank you for your continued support as we take Webfirm Group forward.

If you would like to discuss any of the issues in this letter, or anything at all about Webfirm and your relationship with the Group, please do not hesitate to contact us.

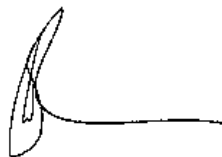
Sincerely



Andrew Barlow

Chairman

andrew.barlow@webfirm.com



David Burden

Chief Executive Officer

david.burden@webfirm.com

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