

ASX ANNOUNCEMENT

CHANGE OF NAME AND ASX CODE

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4 May 2009

Following the recent announcement on 30 April 2009, from market open today Ansearch Limited (ASX: ANH) will commence trading as **Webfirm Group Limited** and will have the ASX code **WFM**.

This action is part of a company-wide rebrand reflecting the wider customer base and evolving range of product and services offered by the Company as part of its mission to help clients connect with their audience online.

The registered office of Webfirm Group Limited is:

23 Union Street
South Melbourne VIC 3205
Telephone: +61 (0)3 8695 9199

The website of the Company is:

www.webfirm.com

The company's Ansearch Media division will be known as Webfirm Media; the Searchworld and Webfirm divisions' names remain unchanged.

One of the Company's aims over the coming years is to ensure that, for our clients, the new name and new logo of Webfirm Group Limited become synonymous with improving business results using the web.

Contacts:

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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