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ASX ANNOUNCEMENT

29 June 2009

Webfirm Completes Human Traffic Acquisition

On 5 May 2009 Webfirm Group Limited (ASX: WFM) announced that its Webfirm division had entered into a Heads of Agreement to acquire the business and assets of Human Traffic, a Perth based web development and online marketing company.

The directors of Webfirm are pleased to advise that a sale and purchase agreement has today been executed and completed by Webfirm and Human Traffic.

Being a very complementary business, the acquisition delivers Webfirm over 100 new customers and a recurring revenue stream at very low cost, and adds immediate additional scale. Webfirm has commenced servicing the new customers, and is already generating fresh revenues.

Human Traffic founder Andrew Dalton has joined Webfirm as head of digital strategy. The new Digital Strategy division has the aim of building out the online marketing services operation that will provide an expanded range of Search Engine Optimisation (SEO), Search Engine Marketing (SEM), email and social marketing facilities to our business clients.

Senior Human Traffic employee Adam Gray has joined Webfirm in the capacity of creative director to provide additional creative leadership to Webfirm's website production team.

As part of the deal, Webfirm Group Limited will issue Human Traffic founder Mr Andrew Dalton 385,000 shares in the Company, which will be escrowed for 12 months.

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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