

ASX ANNOUNCEMENT

6 July 2009

Manager Announcements
Company Announcement Office
Australian Stock Exchange
By: eLodgement

Page 1 of 2

Searchworld expands into United Kingdom

Webfirm Group Limited (ASX: WFM) today announced the expansion of its Searchworld division's sales operations to the United Kingdom.

Searchworld has appointed an exclusive agent in London, responsible for developing and growing the distribution network for the division's search advertising products.

The London-based agent has been retained on a performance basis and upon proven success the agent-driven sales initiative will be expanded to additional European and other international markets.

Global Head of Searchworld, Josh Edis said: "The UK online advertising market continues to demonstrate growth despite the economic downturn. According to latest IAB UK figures from 2008, the market was worth over £3.3 billion (A\$6.8 billion). Spending on internet advertising grew by 17 per cent on the previous year, and online's share of total advertising spend had grown to 19.2 per cent in 2008.

"Searchworld is focused on growing its international market coverage as advertisers continue to dedicate an increasing percentage of overall ad spend to paid search. Search advertising commands the lion's share of total UK online ad spend with a 59 per cent share of online ad budgets, equivalent to over £1.9 billion."

Webfirm CEO David Burden added: "Searchworld is a growth business with advertising providers and distribution customers in multiple international markets. Appointing an agent enables Searchworld to enter the UK with an experienced local partner who understands the market and can leverage existing relationships to generate new revenue growth rapidly."

Searchworld's UK agent will be supported by the existing Australian and US-based operations.

Searchworld will be exhibiting at the ad:tech London conference in September, 2009.



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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

