



Webfirm Group Limited
ABN: 70 001 287 510
ASX: WFM

23 Union St, South Melbourne
Victoria 3250 Australia
E: corporate@webfirmgroup.com

www.webfirmgroup.com
T: +61 (0) 3 8695 9199
F: +61 (0) 3 9696 0700

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Manager Announcements
Company Announcement Office
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Searchworld acquires additional search feeds

- *New search advertising feeds with Yahoo! Australia and Local.com*
- *Searchworld releases new global website*

Webfirm (ASX:WFM) today announced that its Searchworld division has secured new search feed arrangements with Yahoo! Australia, and Local.com (for USA traffic). These search advertising feeds will enable the further monetisation of Searchworld's search properties and will be enabled over the month of September 2009.

In addition, Searchworld announced the launch of its new website at www.searchworld.com, which will support global expansion of the company's search business. The Searchworld.com URL was recently acquired by the business

Contacts:

Media:

Margaret Fearn
Fearnace Media for Webfirm Group
Phone: 0402 259 642

Investor Relations:

Damian Element
Company Secretary
Phone: 0416 286 642
Email: damian.element@webfirmgroup.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