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## ASX ANNOUNCEMENT / NEWS RELEASE

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Manager Announcements  
Company Announcement Office  
Australian Stock Exchange  
By: eLodgement

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### Director resignation and appointment of new chairman

Following the recent announcement of Andrew Barlow's appointment as chairman of Adslot Media – the proposed joint venture between Webfirm Group and Adslot Pty Ltd – Mr Barlow has resigned as chairman and a director of Webfirm Group Limited (Webfirm) with immediate effect.

Mr Barlow, who was appointed to Webfirm's board of directors in October 2007 and became chairman in December 2007, currently serves as chairman and director of a number of unlisted companies, including Webfirm's proposed joint venture partner, Adslot Pty Ltd (Adslot).

Having successfully overseen the first phase of the rebuilding of Webfirm Group, Mr Barlow will now become executive chairman of Adslot and focus on the global opportunities for Adslot technologies. Webfirm will also continue to benefit from Mr Barlow's leadership and experience in his role as chairman and director of the joint venture, Adslot Media.

Adrian Giles, a member of Webfirm's board since December 2007, will succeed Mr Barlow as chairman of Webfirm Group.

Mr Giles brings to the chairman's role significant business and leadership experience in the internet and information technology industries. Together with Mr Barlow, Mr Giles co-founded Australia's first search engine optimisation, Sinewave Interactive, as well as the global internet usage measurement company Hitwise.

Throughout its growth Hitwise was ranked by Deloitte for five consecutive years as one of the fastest growing IT companies in the Asia Pacific region. Hitwise was also a winner of the Telstra Victorian Small Business Awards in 2004, was awarded the UK's 'Most Innovative Digital Business' in 2004, and was a finalist in the 2005 American Business Awards in the category of 'Most Innovative Company'. While positioning the company for a NASDAQ listing in early 2007, Hitwise was sold to Experian (FTE: EXPN) for US\$240 million in one of Australia's most successful internet trade sales. Mr Giles has also led numerous internet divisions of corporate groups.

Mr Giles said that Mr Barlow had made a tremendous contribution to the Webfirm Group since his appointment to the board in October 2007.

"Andrew has overseen the successful rebuilding of the company that has led to improved financial results and put in place strong foundations for its future growth." Mr Giles said.

"Initiatives undertaken through Andrew's leadership include improved corporate governance practices, business restructuring, the Group's change of name, cost reduction programs, share register consolidation, and the successful recapitalisation of Webfirm.

"We thank Andrew for his leadership and guidance during his tenure on the Webfirm board and we look forward to our continued relationship in Andrew's new role as chairman of Adslot Media."

Mr Barlow said he was proud of Webfirm's achievements.

"Although there remains a significant amount of work to be done, Webfirm now has a solid foundation from which to build itself to become one of Australia's leading digital media companies," Mr Barlow remarked, "and having worked successfully in partnership with Adrian Giles for more than a decade, I am very excited that he has offered to take on the important role of Chairman.

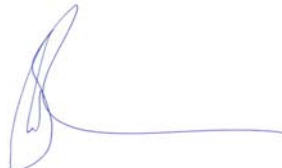
"Adrian is uniquely credentialed to act as Webfirm's chairman as the company progresses its expansion strategy in the digital media sector.

"I look forward to continuing my association with Webfirm as a loyal and supportive shareholder as well as through my chairmanship of Adslot Media."

The company intends to appoint an additional independent Director in due course.



Andrew Barlow  
Outgoing Chairman



David Burden  
Chief Executive Officer

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**IMPORTANT NOTE FOR SHAREHOLDERS / INVESTORS**

Andrew Barlow is a non-executive director (chairman) and a substantial shareholder of both Webfirm and Adslot. Similarly, Adrian Vanzyl is also a non-executive director and a shareholder of Webfirm and a consultant to Adslot. In accordance with the appropriate standards of corporate governance, neither Mr Barlow nor Dr Vanzyl took part on behalf of Webfirm or Adslot in any material discussions relating to either the grant to Webfirm of the rights to the Adslot technology in Australia, New Zealand and elsewhere in the world, or the decision by Webfirm to enter into the investment agreement with Adslot. The other directors of Webfirm are Adrian Giles and David Burden. Mr Giles is a small shareholder (less than 1 per cent) of Adslot. He does not hold office in or have any employment or other consulting arrangement with Adslot. Mr Burden is neither a shareholder nor officer of Adslot. As the shareholding of Mr Giles in Adslot is immaterial in the context of his personal financial circumstances, the decision by Webfirm to enter into the agreement with Adslot was made by Mr Giles and Mr Burden. The decision was made only after they had satisfied themselves that the agreement with Adslot was in the interests of Webfirm and on arm's length commercial terms that were fair and reasonable to Webfirm. The investment in Adslot is subject to both Webfirm shareholder approval and independent verification of the valuation of Adslot.

**Adrian Giles Biography**

Adrian Giles is an entrepreneur, venture consultant and investor specialising in the Internet and information technology industry. Adrian founded Australia's first SEO (Search Engine Optimisation) company with Andrew Barlow in 1997, the same year they founded Hitwise. As joint Managing Director from 1997 to 2000, Adrian spearheaded the evolution and growth of the product, the growth of the sales and marketing and Research & Development teams, and

guided the business through numerous capital raisings to help fund its international growth. Hitwise provides real-time competitive intelligence on website performance to Fortune 500 companies around the world. With over 280 staff and operations in Australia, New Zealand, Hong Kong, Singapore, the UK and USA, Hitwise was ranked one of the top 10 fastest growing companies by Deloitte for 5 years running, before being sold to Experian (LSX:EXPN) in May 2007 for US\$240M. Prior to forming Hitwise, Adrian led numerous Internet divisions for corporate groups, including the Beam Group of Companies, Australia's largest software and multimedia developers, where he was responsible for developing and marketing a range of technical products and solutions around the world. Adrian studied a Bachelor of Computing Degree at Monash University as well as an Associate Diploma of Business. Adrian was also a finalist in the 2003 'Entrepreneur of the Year' awards.

### **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.webfirmgroup.com](http://www.webfirmgroup.com).