

Appendix 3X

Initial Director's Interest Notice

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 30/9/2001.

Name of entity	Webfirm Group Limited
ABN	70 001 287 510

We (the entity) give ASX the following information under listing rule 3.19A.1 and as agent for the director for the purposes of section 205G of the Corporations Act.

Name of Director	Andrew Barlow
Date of appointment	16 February 2010

Part 1 - Director's relevant interests in securities of which the director is the registered holder

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

Number & class of securities Mr Andrew Barlow: 648,102 fully paid ordinary shares; 2,000,000 unlisted options expiring 10.04.11 @ 50c; 2,000,000 unlisted options expiring 30.06.12 @ 10c; 7,900,000 unlisted options expiring 31.01.13 @ 5.3c

+ See chapter 19 for defined terms.

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Part 2 – Director's relevant interests in securities of which the director is not the registered holder

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Name of holder & nature of interest	Number & class of Securities
<small>Note: Provide details of the circumstances giving rise to the relevant interest.</small>	
Venturian Pty Ltd	4,769,962 fully paid ordinary shares 51,722,069 fully paid ordinary shares (restricted until 16 February 2011)

Part 3 – Director's interests in contracts

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

Detail of contract	Venturian Pty Ltd has a contract for labour services agreement with Webfirm Group Limited subsidiary Adslot Pty Ltd.
Nature of interest	Director of Venturian Pty Ltd
Name of registered holder (if issued securities)	
No. and class of securities to which interest relates	

+ See chapter 19 for defined terms.