

## Webfirm Group announces new executive roles and the establishment of two new reporting divisions.

- ***Hitwise founders Adrian Giles and Andrew Barlow take on executive roles***
- ***Adslot and Webfirm become operating divisions***
- ***Gavan Flower appointed Group CFO and Company Secretary***

13 April, 2010

Webfirm Group Limited (ASX: WFM) today announced the establishment of two new reporting divisions:

### **Adslot – Advertising Sales Automation and Webfirm – Web Development and Online Marketing**

The move follows Webfirm Group's recent acquisition of Adslot Pty Ltd. It simplifies the company's structure and better aligns its business units to create management and cost efficiencies.

Webfirm Group CEO David Burden said the new structure would benefit staff, customers and shareholders alike.

"Merging Searchworld, Webfirm and Webfirm Media under the one Webfirm division achieves both economies of scale and allows executive management to focus on future opportunities for the business," Mr Burden said.

Mr Giles and Mr Barlow will assume executive roles to assist in the commercialisation of Webfirm's newly acquired Adslot technology. This decision is due to their large personal shareholdings and the strong growth profile of the Adslot business. Both Mr Giles and Mr Barlow have had significant experience in commercialising new technologies as has been proven by their success in developing Hitwise and subsequently selling the Hitwise business to Experian (LSE: EXPN) in 2007 for USD\$240M.

Mr Giles will assist in planning and strategy for the Group while Mr Barlow will assist with Adslot's future product development, allowing Mr Burden to focus on Adslot's commercialisation and Webfirm Group operations. Mr Burden said, "We remain very encouraged by the early stage interest shown by domestic publishers in the Adslot technology and we are also delighted by Adrian and Andrew's closer involvement in the business as we continue to evolve this exciting technology."

Executive Chairman Adrian Giles commented: "I am very eager to be more closely involved in the evolution of the Webfirm Group and particularly to apply my experience to the commercialisation of our Adslot investment."

The board of Webfirm Group Limited has appointed Mr Gavan Flower as Chief Financial Officer and Company Secretary, effective 24 May, 2010.

Mr Flower was Chief Financial Officer and Company Secretary at ASX listed Cytopia Limited prior to its recent sale. A chartered accountant, he has held senior finance roles at several listed and large private companies including Spotless Group, and Clean Event.

Mr Damian Element, Webfirm's CFO and Company Secretary will leave the company upon Mr Flower's appointment. Mr Element was appointed in 2007 to assist the board with the corporate restructuring that has taken place over the last two years, and with that program now nearing completion Damian decided to move his work life closer to his family in Brisbane. We thank Damian for his significant contribution during his time at Webfirm.

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**Contacts:**

**Media:**

Margaret Fearn  
Fearnace Media for Webfirm Group  
Phone: 0402 259 064

**Investor Relations:**

Damian Element  
Company Secretary  
Phone: 0416 286 642  
Email: [damian.element@webfirmgroup.com](mailto:damian.element@webfirmgroup.com)

**About the Webfirm Group**

**Webfirm Group Limited** (ASX: WFM) is a full service digital media company that maximises digital profitability for customers. The **Adslot** division provides advertising sales automation services that optimise publisher yields. The company's **Webfirm** division offers the complete spectrum of web development and online marketing services including design, development, optimisation, hosting, marketing and e-commerce; the division also delivers premium quality search monetisation solutions. With more than 60 staff across Melbourne, Sydney and Perth, 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)