

NEWS RELEASE

ANSEARCH REBRANDS TO WEBFIRM GROUP

30th April 2009

Ansearch Limited (ASX: ANH) is changing its name to **Webfirm Group Limited** on 4th May 2009 and today unveils its new corporate identity as part of a company-wide rebrand.

Over the past year, the full-service digital media business has had a complete restructure under a new board of directors and management team.

Now a very different organisation from the Ansearch of 12 months ago, the name Webfirm better encapsulates the Group's products, services and primary objective of helping clients achieve superior results from doing business on the Internet.

The rebrand also coincides with the company's improving results; the Group achieved two of its highest revenue-generating months on record in December and January and remains confident of its business model and of a strong final quarter of the current financial year.

Although Ansearch has been an internet search-focused business for five years, and search advertising remains a key part of the business, the name Webfirm more accurately reflects the evolved company's target market.

From 4th May, the company's Ansearch Media division will be known as Webfirm Media; the Searchworld and Webfirm divisions' names remain unchanged.

The new logo's design elements include:

- Pronounced global imagery comprised of transitioning digital screens that reflect both the constantly evolving digital landscape and Webfirm's ambitions to be a global brand
- A strong, proprietary Webfirm font underscoring the strength of the business
- Webfirm's well-recognised brand colours of orange and charcoal

Webfirm Group chief executive officer, David Burden, said: "Our clients look to us to optimise their results in doing business online.

"The name Webfirm reflects our widening customer base as well as our value proposition to the market: comprehensive, web-focused client solutions that deliver more leads, more customers and greater sales.

"Our new name and corporate identity underscore our confidence in the company's direction and continued development."

Mr Burden also thanked the Webfirm team who had worked on and deployed the new branding.

“It is only fitting that we engage the talents of our staff on our own behalf as we look to reinforce Webfirm’s brand presence. They have embraced this task and I congratulate them on an outstanding result.”

Chairman Andrew Barlow added: “Over the past 12 months, our team has worked tirelessly to rebuild this business. There have been some hard decisions along the way but all have made the Group stronger.

“We are now starting to see the benefits of those decisions, and on the basis of continuing growth in the US operation are forecasting the company to be sustainably profitable this calendar year with a continued positive outlook.

“We have laid the foundations on which to build a great business with a big future. And our new name, Webfirm, confidently captures what we are about and where we are going.”

Reflecting the Group’s comprehensive re-brand and new identity, on 4th May Ansearch’s Australian Stock Exchange (ASX) code will also change, to ‘WFM’.

The company’s website URL will become www.webfirm.com

Note to editors: a jpeg of the Webfirm logo accompanies this release. A higher resolution file is available upon request.

-ends-

Contacts:

Media:

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

Analysts and investors:

Damian Element CFO/Company Secretary
Ph: 0416 286 642
Email: damian.element@webfirm.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