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ASX ANNOUNCEMENT

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Webfirm Group Acquires Adimise and Full Circle Online

- **Webfirm acquires Adimise web ad serving technology and customer contracts**
- **Technology to enhance Webfirm's ground-breaking Adslot Direct Platform**

Webfirm Group Limited (ASX: WFM) today announced it had acquired both Adimise Pty Ltd and Full Circle Online Pty Ltd (FCO) from Full Circle Holdings Pty Ltd.

The deal provides Webfirm with Adimise's online ad serving technology, a key component of Webfirm's new **Adslot Direct Platform**.

Adimise's customer contracts, which include premium advertising sales for IseekGolf, IMDb, TV Tonight and Vidzone, form part of the transaction. The Ignite Media Brands portfolio – incorporating Crackle.com, its publishing contracts and its continued utilisation of the Adimise technology as its ad serving and backend management system – will also form part of the acquisition.

Complementing the existing **Adslot Publisher Platform**, the new **Adslot Direct Platform** is currently under development and will enhance Adslot's ability to help major global publishers more efficiently sell their premium advertising.

The strategy for the Adslot Direct Platform is about bringing together a number of key technologies to help increase and automate the sale of advertising on publisher sites. These technologies will provide features such as ad creation tools; ad purchasing and ad serving tools; and also reporting tools, highlighting the effectiveness of the ads displayed. All features are designed to make it easier for a wider cross section of advertisers to buy ads directly with publishers who use the Adslot Direct Platform.

David Burden, Webfirm Group CEO, said: "The acquisition of Adimise and FCO delivers us state of the art ad serving technology, to enable us to move rapidly in bringing the Adslot Direct Platform to market. We also acquire a range of existing ad serving publishers as customers. Adimise is a profitable business, so with great technology and an existing solid business, it's a good deal for the Company."

News of today's deal comes just one week after Webfirm Group announced it had signed its first major Australian classifieds provider to the Adslot Publisher Platform.

Webfirm entered into a non-binding heads of agreement with Full Circle Holdings Pty Ltd (the vendors) in mid-June 2010. The acquisition value was a total of \$300,000 made up of the issue of 4,285,714 shares in Webfirm Group to the vendors (escrowed for 12 months) and a performance-based earn out capped to a total of \$150,000 over the next three years.

The founder and Chief Engineer of Adimise, James Craig, will join the Adslot development team.

Duncan Murray, Chairman of Full Circle Holdings said: "Webfirm's Adslot platform is poised to be a 'must have' for major online publishers in Australia and globally. Full Circle Holdings is proud to see its Adimise technology play a key role in Webfirm's exciting evolution."

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About the Webfirm Group

Webfirm Group Limited (ASX: WFM) is an innovative Internet technology and marketing company that maximises online profitability for its customers. The company operates two main divisions.

The Adslot division provides patented advertising sales automation services that reduce selling costs and increase premium advertising revenue for its publisher clients. The company's Webfirm division offers the complete spectrum of online marketing services including web design and development, website optimisation, hosting, search and social marketing and e-commerce services; the division also delivers premium quality search monetisation solutions.

With more than 60 staff across Melbourne, Sydney and Perth, the Webfirm Group continues to develop innovative products and services aimed at helping customers maximise their online investment.

More information at www.webfirmgroup.com

