

NEWS RELEASE

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WEBFIRM ACQUIRES HUMAN TRAFFIC

Webfirm Group Limited's (ASX:WFM) retail division, Webfirm Pty Ltd, (Webfirm) has today entered into a Heads of Agreement to acquire the assets of Perth-based web development and online marketing company, Human Traffic.

The deal delivers Webfirm with more than 100 new customers and over \$350,000 per annum incremental revenue while also making Webfirm the clear leader assisting Perth market SMEs to profit from their online activity.

Founded by Andrew Dalton in July 2007, Human Traffic has quickly created a brand and reputation built upon the simple philosophy that a website should do much more for a business than merely look good. Unlike the majority of local competitors, Human Traffic deploys personalised strategies using a blend of professional consulting, marketing, IT and business skills that is unique in the Perth market.

The new agreement calls for Webfirm to assimilate all existing Human Traffic customers and staff. Consideration includes a cash payment of \$40,000 and the issue of 385,000 WFM shares, as well as a long-term equity-based incentive plan, for Andrew Dalton.

The acquisition sees Andrew Dalton and lead designer Adam Gray return to Webfirm; both were employees before moving to Human Traffic.

Webfirm Group CEO David Burden said: "Andrew has built a solid business over the past couple of years and this acquisition allows us to consolidate Webfirm's market-leading position in Perth. Andrew returns to Webfirm to lead the establishment of our new online marketing services operation that will provide an expanded range of Search Engine Optimisation (SEO), Search Engine Marketing (SEM), email and social marketing facilities to our SME clients."

Mr Dalton commented: "My focus over the past two years has been to build a business that puts our customers first. Rejoining Webfirm is a simple testament to the confidence I have in the management team and revitalised direction for the Webfirm business. Above all I am excited about the opportunity to expand the products and methodologies we've developed within Human Traffic on a national scale through Webfirm."

The acquisition was brokered by Webfirm's executive officer, Andrew Beecher, and David Burden and adds to the continued expansion of geographic operations and services within the Webfirm business.

Mr Burden continued: "Contrary to some forecasts, we are seeing sustained demand for online services from SMEs. In fact, our revenues are growing as SMEs shift their marketing spend online, allowing them to better target their potential customers with performance-driven campaigns.

"The acquisition of Human Traffic and its employees allows us to continue to expand Webfirm through the placement of key staff in growth roles. Andrew and Adam's appointments complement our recent hire of Matt Chamley as GM of the Perth operation and the promotion of Tim Whall to the role of sales manager in Perth," Mr Burden concluded.

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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