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ASX ANNOUNCEMENT

16 February 2010

Manager Announcements
Company Announcement Office
Australian Stock Exchange
By: eLodgement

Completion of Adslot Acquisition

- ***Adslot platform opens new global media sales market for Webfirm***
- ***Initial focus on Australian classifieds market***

The directors of Webfirm Group Limited (ASX: WFM; 'Webfirm') are pleased to announce that the acquisition of Adslot Pty Ltd (Adslot) has completed successfully.

In accordance with the Share Sale and Share Subscription agreement executed by Webfirm and the shareholders of Adslot on 18 December 2009, Webfirm has today issued 171,428,571 ordinary shares to former Adslot shareholders in consideration of 100 per cent of the shares in Adslot Pty Ltd.

62,887,260 shares issued to related parties of Webfirm have been issued as restricted securities in accordance with Chapter 9 of the ASX Listing Rules. These shares will be escrowed for twelve months.

David Burden, Webfirm Group CEO, said the acquisition of Adslot – with its sophisticated, self-service auction technology – would allow Webfirm to enter a new global market for advertising sales.

"The Adslot platform enables media and online publishers to automate and optimise the sale of their media inventory," Mr Burden said.

"The initial focus for Adslot is to trial the platform's functionality with Australian classifieds publishers over the next 12 months then look to enter the European and US online classifieds markets. Webfirm's commercial model is based on an annual licence fee and a share of the revenue transacted through the Adslot platform. The PriceWaterhouseCoopers – IAB report 2009 estimated global classifieds advertising and listing revenue at US$31 billion.

"We have been working closely with Adslot over the holiday period as we refine our exciting product and sales roll-out strategy and we are delighted to officially welcome the Adslot team to the Webfirm Group. With the integration, Adslot founders Anthony Du Preez and Andrew Barlow will head up technology and product development respectively, while I will be responsible for sales, marketing and management," Mr Burden concluded.

Mr Barlow and Mr Du Preez will also join the board of directors of Webfirm Group Limited.

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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.webfirmgroup.com