

ASX ANNOUNCEMENT

5 APRIL 2011

Adslot signs first European customer

Adslot has executed a formal agreement with France's largest online real estate portal, Seloger.

Webfirm Group's (ASX: WFM) Adslot division has signed its first European customer. Seloger operates the largest property portal in France and has entered into an agreement with Adslot to utilise the Adslot Platform to automate its advertising and sponsorship opportunities.

Seloger is the fifth largest real estate portal in the world (by revenue¹), and in conjunction with realestate.com.au, means Adslot is now working with both the 3rd and 5th globally ranked real estate marketplaces.

Seloger will use similar technology to that used by other Adslot real estate portal customers proving that the Adslot products developed for the real estate market are globally scalable, relevant and can be executed in any language. The Seloger Adslot platform will go live in France during the first quarter of FY2012.

Adslot's European customers will be supported from Adslot's newly established UK operation, providing a local expert team for customer support, existing customer growth and new business development. The most recent London team senior hire includes a Head of Client Services EMEA, and a General Manager of Sales for Europe is being recruited.

1: Data from www.propertyportalwatch.com.au

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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.

More information at www.webfirmgroup.com www.adslot.com www.webfirm.com