

3 December 2003



Australian Stock Exchange Limited
Companies Announcements Office
4th Floor
20 Bridge Street
SYDNEY NSW 2000

The Swish Group Limited
ABN 93 085 545 973

Level 6
257 Collins Street
Melbourne
Victoria 3000 Australia

[T] 61 3 9662 1233
[F] 61 3 9662 1942
[E] info@swishgroup.com.au
[W] www.swishgroup.com.au

Dear Sir

LAUNCHES TV, RADIO AND INTERNET NEWS PRODUCTION AND DISTRIBUTION SERVICE

Swish Group is pleased to announce that it has established a new business unit that will produce audio visual, audio and text based news stories and media releases and distribute those releases direct to television, radio and internet based media outlets, on behalf of corporate and government clients. Swish Group will charge clients for the production and distribution of those news and media releases.

Video News Releases (VNR's), Audio News Releases (ANR's) and Internet News Releases (INR's) are used widely by organizations to keep shareholders, clients and the public informed of commercial and other developments within their business.

The Company will produce high quality VNR, ANR and INR packages containing interviews, footage and graphics using its extensive existing production facilities. These will be edited for newsrooms and other media outlets for inclusion in television and radio news programmes and for the internet.

The Company's distribution service will ensure the news stories and media releases are then sent via satellite directly into all metropolitan and regional television newsroom recording areas. For radio news, stations will be able to download audio grabs for their news bulletins for replay on air. The Company's internet news service will provide distribution of media releases to metropolitan and regional media outlets and any other specified audience, via the internet and email.

The service is a strategic and complementary addition to the Company's digital production and distribution business and is expected to be profitable in its first year of operation.

Cary Stynes Managing Director of Swish Group said "the addition of the television, radio and internet news and media production and distribution services will complement the Company's existing digital media production and distribution business".

For further information please contact:

Mr Cary Stynes
Managing Director
Swish Group
T: 03 9662 1233
M: 0412 111 821
F: 03 9662 1942
E: cary.stynes@swishgroup.com.au

Yours faithfully

CARY P STYNES
Managing Director