



19 March 2004

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

FIRST SALE OF NEW DIGITAL VIDEO ON DEMAND AND BROADBAND SYSTEM

The Board of The Swish Group Limited ("**Swish Group**") is please to announce that its joint venture company SX Technology Pty Ltd, in which it has a 51% interest, has signed the first of what is expected to be a number of agreements for the installation of its new Digital Video on Demand and high speed internet communication system for hotels, apartments and multi unit developments. The first agreement, with the 190 room Batman's Hill Hotel in Melbourne, is for a term of five years and provides for the Company to receive a majority of the net revenue received from guests who use the system.

As announced to the market on 3 March 2004, SX Technology has spent the last six months developing its new more flexible, functional and less expensive Digital Video on Demand and broadband system. The new digital "**Hotelinx System**" provides a significantly greater number of movie choices for hotel guests (delivering 150 to 200 movies on demand) as well as high speed internet access which enables guests to more easily connect their own PC or alternatively access the internet through the television screen in their room. The digital Hotelinx System enables guests to pause, bookmark, fast forward or rewind their movies. These features, based on the Company's previous experience with the Ramada Hotel in Melbourne, are likely to significantly increase utilisation of the system and thereby the revenues the Company earns from the system.

SX Technology is in advanced negotiations with a number of other major hotel chains and individual hotel operators in Australia and internationally and expects to significantly expand the number of hotels utilising its Hotelinx System this year.

Should you require any further information, please contact:

Cary P Stynes
Managing Director
The Swish Group Limited
T: 03 9662 1233
M: 0412 111 821
E: cary.stynes@swishgroup.com.au

Yours sincerely

CARY P STYNES
Managing Director