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ACQUIRES BALANCE OF SHARES IN SX TECHNOLOGY PTY LTD

The Directors of The Swish Group Limited ("**Swish Group**") are delighted to announce that they have today reached agreement with their joint venture partner Xerts Hotel Technology Pty Ltd ("**Xerts**"), to acquire their shareholding in the SX Technology Pty Ltd ("**SX Technology**") joint venture. SX Technology will now be 100% owned by Swish Group. As previously announced, SX Technology has developed a new, significantly more functional and cost effective, digital video on demand and high speed internet system for hotels, apartments and multi-unit developments ("**Hotelinx System**").

The consideration for the purchase is to be satisfied through the issue to Xerts of 6,000,000 fully paid ordinary shares in Swish Group, at a price of 10 cents per share. This is significantly above the weighted average closing price of Swish Group shares over the last 30 days of 4.7 cents. 50% of the shares to be issued are to be escrowed for 12 months and 50% for 24 months from the date of issue. The agreement also provides for Xerts to receive a royalty based on revenues earned by SX Technology from the Hotelinx System for 10 years and a percentage of the profits derived from business introduced by Xerts and their associated companies in the United Arab Emirates ("**UAE**") and other countries in the Middle East.

The opportunity for Swish Group to acquire the outstanding interest of Xerts in the joint venture has arisen as a result of the decision by the UAE based shareholders in Xerts to withdraw from all of their Australian investments, of which their interest in SX Technology is only one. The nature of the original joint venture agreement between Swish Group and Xerts enabled Swish Group to acquire the shares in SX Technology on extremely favourable terms. The Australian directors of Xerts will remain directors of SX Technology and continue to assist with the roll out of the business in Australia and internationally. Swish Group will appoint two further directors to the SX Technology board.

The Hotelinx System enables a significantly greater number of movie choices by hotel guests (delivering 150 to 200 movies or more on demand) and high speed internet access enabling guests to more easily connect their own PC or, alternatively, access the internet through the television screen in their hotel room. The Hotelinx System enables guests to pause, bookmark, fast forward or rewind their movie, which based on the Company's experience (through the Hotelinx System operating at the Ramada Hotel in Melbourne), is likely to significantly increase hotel guest utilisation of the system. The inclusion of other features in the Hotelinx System including high speed internet access, the ability to provide information on, and access services available both within the hotel and in the city, in which the hotel is located, provide significant additional revenue opportunities for the Company.

As announced on 19 March 2004, the Company has recently finalised an agreement to install the Hotelinx System in the 190 room Batman's Hill hotel in Melbourne. The agreement, which is for a term of five years, provides for the Company to receive a majority of the movie and internet revenues received from guests who use the Hotelinx System.

As previously advised to the market, the Company has conducted demonstrations of the Hotelinx System to a large number of major hotel chains and individual hotel operators in Australia and internationally and is at letter of intent or contract negotiation stage with a significant number of properties. The Company will keep the market informed on the commercial rollout of the system as agreements for the new system are entered into.

Should you require any further information, please contact:

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Yours sincerely

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