



**The Swish Group Limited**  
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#### **FIRST INTERNATIONAL SALE OF HOTEL DVOD SYSTEM**

The Swish Group Limited ("**Swish Group**") is delighted to announce that its wholly owned subsidiary SX Technology Pty Ltd ("**SX Technology**") has received an executed Letter of Intent from the Crowne Plaza Hotel Dubai (part of the Intercontinental Hotel Group) confirming its intention to purchase the Company's Digital Video on Demand ("**DVoD**") and broadband internet system for its marquee 5 star Dubai hotel.

The purchase price is in excess of AUD\$720,000 which will be received by SX Technology over the next four months in accordance with an implementation timetable agreed between Swish Group and Crowne Plaza. SX Technology and Crowne Plaza will also enter into an annual maintenance and service agreement and content supply agreement.

As previously announced, SX Technology has developed a Digital Video on Demand and broadband system which provides a significantly greater number of movie choices for hotel guests (delivering 150-200 movies on demand) and high speed internet access, which enables guests to more easily connect their PC or access the internet through the television screen in their room. The Company's "**HoteLinx System**" also enables guests to pause, bookmark, fast forward or rewind their movies, features not possible with existing analogue systems. In addition, the "**HoteLinx System**" enables hotel services to be accessed via the television screen and will enable the provision of information on local tourist attractions, delivering significant advertising and e-commerce revenue opportunities.

The Company is also in advanced negotiations with a number of other major hotel chains and individual hotel operators in Australia and internationally. The Company expects to significantly expand the number of hotels utilising its "**HoteLinx System**" in the 2004-2005 financial year.

Swish Group Managing Director Cary Stynes said, "the agreement with the prestigious Crowne Plaza Dubai is a significant step for the Company and is a clear endorsement of the Company's "**HoteLinx System**". The Crowne Plaza Hotel will provide an excellent reference site for the Company's DVOD and broadband product and should assist the Company in securing further international sales".

Should you require any further information, please contact Cary Stynes.

Yours sincerely

**CARY P STYNES**  
Managing Director