



The Swish Group Limited
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16 June 2005

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APPOINTMENT OF SEVEN SEAS AS SALES AGENT IN DUBAI

The Swish Group Limited ("**Swish Group**") is pleased to announce that it has appointed leading information technology company Seven Seas as its sales agent for its Digital Video on Demand ("**DVOD**") and high speed internet access system in Dubai in the United Arab Emirates ("**UAE**").

Swish Group has developed its state-of the art DVOD and high speed internet system for hotels and apartment buildings. The Swish Interactive video on demand and high speed internet system, which has recently been installed at the prestigious Crowne Plaza Hotel Dubai, enables users to choose from a range of 200 or more movies. It also allows users to pause, bookmark, fast forward, rewind and replay their selected movie, which are increasingly becoming required features of such systems. The DVOD systems sell for between \$300,000 for smaller hotels and \$750,000 for larger properties.

Seven Seas is one of the UAE's leading Information Technology companies. Founded in 1983, it has over 1,000 customers in the region, Group revenue of over US \$160 million and over 300 employees. Seven Seas recently worked with the Company's subsidiary Swish Interactive on the implementation of its DVOD solution into the Crowne Plaza Hotel in Dubai, part of the Intercontinental Hotel Group.

The number of hotels in the Arabian Gulf has increased by over 40% between 2001 and 2003, with the number of rooms increasing by over 200% in the same period. In Dubai alone, plans are in place for a further 150 new hotels, which will increase the number of hotel rooms to over 55,000 in the next five years. Tourist traffic is expected to increase from its current level of 5 million to 15 million per annum by 2005, a threefold increase in just three years. Throughout the Arabian Gulf, unprecedented growth in the tourism and leisure industry is driving demand for hotels which require DVOD and high speed internet systems such as those developed and supplied by the Company.

Managing Director Cary Stynes said, "the agreement with Seven Seas represents an important step for the Company's DVOD product in the Middle East. The Middle Eastern market provides significant potential for the Company's state-of-the-art DVOD system given the substantial investment in hotels and apartment complexes currently taking place in the region. Seven Seas, which is a well-established Information and Communication Technology company with offices in the UAE, Hong Kong, Singapore, Malaysia and Sri Lanka and which has over 1,000 customers in the UAE, provides an ideal partner for Swish Group to develop the Company's business in this rapidly growing market."

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

Yours sincerely

CARY P STYNES
Managing Director