



The Swish Group Limited
ABN 93 085 545 973

170 Dorcas Street
South Melbourne
Victoria 3205 Australia
[T] 61 3 9686 6640
[F] 61 3 9686 6680

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

Dear Sir

Launches new Digital Signage Network - Pharmacy TV

Swish Group is pleased to announce that its wholly owned subsidiary, Swish Digital Signage, has entered into an agreement with The Pharmacy Guild of Australia to establish and manage a Digital Signage/Location Television network for initially 1,200 pharmacies across Australia. This is expected to expand to up to 4500 pharmacies over the term of the agreement which is for 5 years with a further 5 year option. The network will, when combined with the Company's existing digital signage networks, consolidate Swish Group's position as Australia's largest digital signage/location television company.

The Pharmacy TV programme will contain advertising for companies wishing to target the highly lucrative medical, health and pharmaceutical sectors. This includes the Federal and State governments, pharmaceutical companies, International and Australian cosmetics companies and other product and service suppliers to the pharmacy sector. The Pharmacy TV network is expected to generate revenues of \$2.5-\$3 million in its first year of operation and be profitable within 3-6 months.

Cary Stynes, Swish Group Managing Director, said "the Pharmacy TV network is a particularly important development for the Company's digital signage business. It will enable advertisers to use the most effective form of communication, (television advertising) in pharmacy stores at a time when customers are shopping and most receptive to that advertising. The Pharmacy TV network will complement the Company's existing digital signage networks, Good Health Television, Gymvision and Swish Transit and immediately increase the Company's Digital Signage network to over 3000 venues, further consolidating Swish Group's position as Australia's largest digital signage company".

If you require and further information please do not hesitate to contact Cary Stynes.

Yours sincerely

CARY P STYNES
Managing Director