



The Swish Group Limited
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ASX ANNOUNCEMENT FOR IMMEDIATE RELEASE – 15 NOVEMBER 2007

SWISH GROUP U.S. PARTNER MERGES WITH DMGI

Swish Group is pleased to announce that its digital music partner The Orchard, one of the worlds leading global digital distributors and marketers of music, and Digital Music Group, Inc. ("DMGI"), a leading content owner of music and video catalogues, have completed their merger in the USA. The Orchard began trading on the NASDAQ Global Market on November 14, 2007. The combined entity will control a substantial catalogue of entertainment assets, with over one million music recordings and thousands of hours of television, film and video programming which will be available for sale through many of the worlds leading online retailers.

Swish AmpHead CEO Gary Mackenzie said "The merger of The Orchard and DMGI will significantly increase the library of audio and video content available for distribution under Swish Group's existing agreement with The Orchard especially in the area of film, television and video content. The larger content library available for distribution is expected to significantly increase the revenue and earnings of the Swish AmpHead business"

The Orchard and its partners will be a market leader for independent distribution of digital music and video, with significant marketing, promotion, distribution and operations capabilities throughout the world. The Company will serve artists, labels, music publishers, television, film and video library owners and other rights holders. In addition, for digital and mobile retailers, advertisers, consumer brands and technology companies, the Company will provide a single point of access to one of the world's largest and highest quality digital content catalogues that spans global superstars and niche and specialty artists.

About The Orchard

The Orchard is a leading digital distributor and marketer of music and, with the acquisition of DMGI, becomes a music and video content owner and first-mover in the digital distribution of independently owned video content, such as music videos, episodic television shows, feature-length films, short films, and cartoons and other animated features. The Company is represented in 29 countries and controls a significant catalogue of music encompassing thousands of labels and almost every conceivable music genre and era. The Company supplies music and video to the leading digital music stores and mobile operators throughout the world, and conducts marketing and promotion programs locally, with experts in every major music territory managing initiatives tailored to each country's unique dynamic. The Company works as a close business partner with its label clients and provides retail sales and marketing, an extensive suite of online promotional programs, synchronization placement, global royalty collection, global publishing administration, and in select cases, co-production investment capital. The Company also provides strategic media services to an impressive roster of digital retailers and leading consumer brands, ranging from publishing research, licensing and administration through comprehensive online and offline branding programs.

About Swish Group:

The Swish Group Limited (**ASX codes: SWG, SWGO**) businesses include one of Australia's largest digital signage networks, Australia's largest wholesaler of independent digital music, a comprehensive film and television production business, Australia's largest Indian Bollywood film production and distribution business and a telecommunications sales and marketing business.

The company is listed on the Australian Securities Exchange.

Websites: www.swishgroup.com.au, www.ampheadmusic.com, www.blackcatfilms.com.au, www.mgdistribution.com.au

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