



ASX ANNOUNCEMENT FOR IMMEDIATE RELEASE – 7 AUGUST 2008

SONY/ATV AGREEMENT WITH SWISH GROUP PARTNER THE ORCHARD

Swish Group subsidiary, Swish AmpHead's digital music partner The Orchard has secured marketing and digital distribution rights to all Sony/ATV Music Publishing owned master recordings, including recordings owned by Sony/ATV's worldwide affiliates covering Europe, Asia, Australia, Japan and South Africa. The agreement also includes representation rights for creative licensing in film, television and advertising and brand entertainment opportunities.

Sony/ATV will initially deliver The Orchard hundreds of albums by major country and R&B artists from the renowned Sony Tree Productions, Masters International and Hickory catalogues, which feature the historic labels Dial Records, Four Star, Hickory and Challenge Records. These will all be available to Swish Groups digital music subsidiary Swish Amphead for its territories in Australia, New Zealand, The Pacific and South East Asia.

The Tree Productions/Dial recordings include the original Joe Tex hits, "Hold What You've Got," "I Gotcha," "Papa Was Too," "Show Me," and original masters and re-recordings of chart-toppers by artists including Merle Haggard, Conway Twitty, Roger Miller, Lee Greenwood, Brenda Lee, Willie Nelson, Little Richard and many others.

The Masters International catalogue spans two decades of hits by artists including Patsy Cline, The Champs, The Knickerbockers and Jerry Wallace, who were originally released on the Four Star and Challenge Records labels. Uniquely, the catalogue includes archive spoken word recordings of John F. Kennedy. The Hickory Records and Hickory/ 16th Ave. recordings feature artists such as The Newbeats, Sue Thompson, Don Gibson, Roy Acuff, Bob Luman, Charlie Pride and Don Everly.

In addition to the major artist hits in the Sony/ATV catalogues, the deal is expected to market recordings by new songwriters, as well as unearth "hidden" and previously unreleased "gems" from both international and important local artists from around the world, who have variously recorded masters during the term of their publishing agreements with Sony/ATV and its affiliate companies.

Gary Mackenzie CEO of Swish Amphead said this agreement with Sony/ATV will significantly increase the Company's available digital music library and this is expected to further improve the Company's revenues and earnings"

About Sony/ATV Music Publishing

Sony/ATV Music Publishing was established in 1995 as a joint venture between Sony and trusts formed by Michael Jackson. Sony/ATV Music Publishing owns or administers over 600,000 copyrights by such artists as The Beatles, Beck, Brooks & Dunn, Leonard Cohen, Neil Diamond, Bob Dylan, The Everly Brothers, Fall Out Boy, Jimi Hendrix, Billy Mann, Joni Mitchell, Graham Nash, Willie Nelson, Roy Orbison, Richie Sambora, Stephen Stills, KT Tunstall, John Mayer, Akon and Diane Warren, among others. Sony/ATV recently acquired both the Leiber Stoller and Famous catalogues. It is not part of the Sony BMG Music Entertainment venture.

About The Orchard®

The Orchard (NASDAQ: ORCD) controls and globally distributes more than 1.1 million songs and over 3,000 hours of video programming through hundreds of digital stores (e.g. iTunes, eMusic, Google, Netflix, V CAST) and mobile carriers (e.g. Verizon Wireless, Vodafone, Bell Canada, Moderati, 3). With operation in 27 countries, The Orchard drives sales for its label, retailer, brand, and agency clients through innovative marketing and promotional campaigns; brand entertainment programs; and film, advertising, gaming and television licensing. A pioneer in digital music and media services, The Orchard fosters creativity and independence. For more information, please visit us at www.theorchard.com.

About Swish Group

The Swish Group Limited (**ASX codes: SWG, SWGO**) businesses include Australia's largest digital signage network, Australia's largest wholesaler of independent digital music, a significant film, television and advertising production business operating in Australia and the USA and a telecommunications sales and marketing business. The company has a market capitalisation of approximately \$6.5m.

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

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