

9 April 2009

**Phorm, Inc. ('Phorm' or the 'Company')**

**AIM Block Admission**

The Company (AIM: PHRM and PHRX) announces that application has been made to AIM of the London Stock Exchange plc for the block admission of up to 2,700,000 new common shares of \$0.001 each in the capital of the Company, which may be allotted and issued in due course pursuant to the following schemes of the Company:

<b>Name of Scheme</b>	<b>Common shares issuable under each scheme as of 9 April 2009</b>	<b>Exercise Price</b>
2003 Share Plan	2,450,000	£0.61327 – £27.30
2009 EMI Option Plan	250,000	£3.75
<b>TOTAL</b>	<b>2,700,000</b>	

7,103,685 common shares of \$0.001 each in the Company were originally admitted to AIM on 24 December 2004.

As of 9 April 2009, the Company had an issued share capital of 13,831,863 common shares of \$0.001 each, none of which are held in treasury.

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**About Phorm:**

Phorm is an innovative advertising technology company specialising in interest-based advertising which preserves users' personal privacy and security. Phorm's partners include leading Internet Service Providers (ISPs), Publishers, Ad Networks and Advertisers.

Phorm is a Delaware, US incorporated company, with offices in New York and London.

The Company was admitted to the AIM market of the London Stock Exchange in 2004 and has over 100 employees.

For more information, please visit: [www.phorm.com](http://www.phorm.com)