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Phorm, Inc. ("Phorm" or the "Company")

Announcement of Appointments

Phorm (AIM: PHRM and PHRX), the online advertising technology company, is pleased to announce the appointments of Sarah Simon as Financial and Strategic Development Officer and Mike Moore as Global Commercial Director.

Sarah will have responsibility for the management of investor, analyst and shareholder relationships and financial communications. She will also provide analysis, research and strategic guidance to the business on all financial issues. Sarah reports to Phorm's CEO, Kent Ertugrul.

Sarah joins from Morgan Stanley where she spent 15 years and was a Managing Director in European Equity Research. She started her career in corporate finance, working on mergers and acquisitions, IPOs and restructuring then moved to equity research where she spent 12 years specialising in coverage of the European Media and Internet market.

Mike will join Phorm on 1 April and be responsible for managing the fast-growing commercial opportunities for Phorm's technology as it is deployed globally. This will include overseeing partnership arrangements with advertisers and publishers to ensure the optimal performance of ad campaigns served through the Open Internet Exchange (OIX). Mike will report to Phorm's deputy CEO, Nan Richards.

Mike joins from the Telegraph Media Group (TMG) where he held the role of General Manager - Digital with overall P&L responsibility for Digital Operations and Marketing. While with TMG, Mike authored and executed its digital monetisation and publishing strategy, the implementation of which helped significantly boost the global audience of Telegraph.co.uk from 9 to 22 million unique users, making it one of the most visited UK newspaper sites worldwide.

Prior to TMG, Mike held high level sales, interactive marketing and commercial development roles at AOL Europe and America Online.

Kent Ertugrul, CEO of Phorm, commented: "Sarah and Mike have in depth experience of the Internet industry that is highly relevant to Phorm. Sarah has a distinguished track record of analysis and communication on media and internet stocks within the financial sector. Meanwhile Mike has the necessary relevant expertise in delivering successful digital media strategies. Their appointments will significantly strengthen our capabilities, both in terms of driving our business strategy and fully developing the commercial opportunities that flow from our innovative technology."

End

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