

27 April 2009

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

Apology from "New Media Age" Magazine

On Thursday 23rd April New Media Age published a factually incorrect article titled "Virgin Media steps away from Phorm as top sites opt out".

At 17.30 on Friday 24th April New Media Age published an apology, which reads: In nma (23 April), we published an article headlined "Virgin Media steps away from Phorm as top sites opt out".

The article incorrectly stated that Virgin Media was seeking alternatives and to distance itself from Phorm and wouldn't be proceeding with the contract it had entered into with the company.

We now accept that this is wrong and that Phorm's relationship with Virgin Media is unchanged. We have been asked to make clear that BT's contract with the company remains in place and its relationship with Phorm is unchanged. We are happy to set the record straight.

<http://www.nma.co.uk/phorm-uk-inc/3000326.article>

- Ends -

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