

**October 1, 2007**

**Phorm Inc  
("Phorm" or the "Company")**

**Director and Management Appointments**

Phorm (AIM: PHRM and PHRX), an innovative technology company specialising in behavioural and contextual online advertising, today announces the appointment of Steven J Heyer as a non-executive to its Board of Directors and Stratis Scleparis as Group Chief Technology officer (CTO).

Mr. Heyer is former Chief Executive Officer of Starwood Hotels and Resorts Worldwide, Inc. ("Starwood"). A seasoned and innovative leader, operator, marketer/brand builder and strategist, he joined Starwood from The Coca-Cola Company, where he served as President and Chief Operating Officer. Prior to joining Coca-Cola, Mr. Heyer was President and Chief Operating Officer of Turner Broadcasting System, Inc., and a member of AOL Time Warner Inc.'s Operating Committee. Previously, Mr. Heyer was President and Chief Operating Officer of Young and Rubicam, Inc.

Mr. Heyer is currently on the Board of Directors of Lazard LCC, The National Collegiate Athletic Association, The Special Olympics, and Piedmont Hospital and Pace Academy in Atlanta.

Stratis Scleparis joins Phorm as its CTO from his position as CTO of BT Retail, part of BT Group plc. Mr Scleparis has over 20 years' experience in communications, IT and emerging technology. In his most recent role, Mr. Scleparis was in charge of technology for BT Retail's divisional operation serving consumer and smaller business customers across the group's range of telephony, data and entertainment services, including VOIP, broadband, IPTV, wireless solutions and hosted / managed services. An experienced professional, Mr Scleparis held senior technology roles with leading firms Orange UK plc (formerly Freeserve / Wanadoo UK), AOL Europe and the BBC.

Commenting on the appointments, Kent Ertugrul, Phorm's Chairman and Chief Executive, said, "I am delighted to welcome Steve and Stratis to the Company. Both are dynamic, industry leading executives with proven track records in their fields. The expertise, vision and ability to execute they bring to Phorm will complement and enhance our existing team. My colleagues and I look forward to working with them as we continue to diligently roll out our global strategy."

## Appendix

Information provided in accordance with paragraph g of Schedule 2 to the AIM rules:

(i) the director's full name and age together with any previous names;

Steven J Heyer, Age 55, None

(ii) the names of all companies and partnerships of which the director has been a director or partner at any time in the previous five years, indicating whether or not the director is still a director or partner;

Name of Company	Period of Directorship
Lazard LLC	2005-Present
Starwood Hotels and Resorts Worldwide, Inc.	2005-2007
Internet Security Systems Inc.	2004-2006

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