

4th March 2009

Phorm welcomes Internet Advertising Bureau's Good Practice Principles for Online Behavioural Advertising

Phorm Inc ("Phorm") today welcomed the publication of the IAB's Good Practice Principles for Online Behavioural Advertising and is delighted to be one of the founding signatories alongside other key industry names such as Google, Yahoo, AOL and Microsoft.

The principles set out clearly the guidelines for good practice in the most rapidly growing area of online advertising and have the support of Information Commissioner's Office (ICO), the independent data protection regulator.

Kent Ertugrul, Phorm Founder and CEO said: "Behavioural advertising is rapidly coming of age. These principles provide a clear framework for the central themes of notice, choice and education against which the whole industry can judge itself and be judged by others. Working within this framework, the advertising industry can now move forward and build trust and confidence with consumers as we communicate the advantages of privacy assured behavioural advertising."

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About Phorm:

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Phorm is an innovative technology company specialising in delivering behaviourally and contextually targeted advertising while preserving 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