

21 May 2009

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

Korean Market Trial

Further to the announcement on 30 March 2009, Phorm (AIM: PHRM and PHRX), the interest-based advertising technology company, is pleased to confirm that it yesterday commenced its market trial with leading Korean internet service provider (ISP) KT.

KT customers opting into the trial will not only benefit from existing features such as enhanced user privacy and more relevant advertising, but will also be invited to experience an innovative new consumer proposition, which will be demonstrated by Phorm at a media and publisher event in the UK on 3 June 2009.

TJ Kang, Executive Vice President of KT said: "KT is pleased to be working with Phorm in Korea to introduce this groundbreaking technology."

Kent Ertugrul, CEO of Phorm, said: "KT is a leader in one of the most advanced broadband markets in the world. This trial represents a substantial opportunity for Phorm and underlines the international potential of our technology. In the coming weeks we will be working very closely with KT to ensure the smooth running of the trial and we look forward to providing an update to the market once it is concluded. I am particularly excited to be able to introduce the revolutionary centerpiece of our consumer proposition in London on 3 June 2009."

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Notes to Editors:

According to the Organisation for Economic Co-operation and Development (OECD), Korea has approximately 15 million broadband customers, making it the sixth largest broadband market in the world. Furthermore, with household penetration of around 90%, Korea has higher broadband take-up than markets including the UK, the US and Japan. Zenith Optimedia estimates that Korea's online advertising market was worth \$1.6 billion (15.5% of total domestic marketing spend) in 2008, making it the seventh largest market globally. KT is the leading ISP in Korea with an estimated market share of 44%.

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