

January 15, 2008

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

Management Appointment

Phorm (AIM: PHRM and PHRX), an innovative technology company specialising in behavioural and contextual online advertising, today announces the appointment of Greg Meyer as Senior Vice President, Global Technical Services.

Mr Meyer joins Phorm from his role as SVP Product and Technology, Atlas - a division of aQuantive, the digital marketing solutions company recently acquired by Microsoft Corp. During his tenure at aQuantive, he was responsible for product strategy, software engineering, QA, technology operations and IT engineering. Previous roles at aQuantive included Chief Information Officer and Vice President, Product Technology, and Director of International Information Technology. A seasoned and visionary technology executive, Mr Meyer was instrumental in creating Atlas Division's global technology infrastructure capable of supporting over eight billion daily transactions and 160,000 transactions per second.

Commenting on the appointment, Phorm Chairman and CEO Kent Ertugrul said, "I am delighted to welcome Greg to Phorm. His impressive technical expertise, combined with a wealth of experience in the digital advertising industry and professional dynamism will be invaluable to Phorm as we continue to roll out our global strategy."

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