

6 October 2009

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

Notice of AGM and Shareholder Proxy Statement

Phorm (AIM: PHRM and PHRX), the web personalisation technology company, today announces that it will hold its annual general meeting (AGM) at 12.00 pm on 2 November 2009, at the Company's offices at Liberty House, 222 Regent Street, London W1B 5TR.

The notice and proxy statement outlining details of the AGM were posted to shareholders yesterday and a copy of the same will shortly be available on the investor relations section of the Phorm website (www.phorm.com).

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