

28 April 2009

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

Phorm launches Stopphoulplay.com

To correct any misconceptions about Phorm's groundbreaking technology, we are today launching **StopPhoulplay.com**.

Over the last year Phorm and its staff have been the subject of a concerted campaign orchestrated by a small but dedicated band of detractors who appear determined to harm our company, irrespective of the facts, and the potential benefits to UK consumers and websites and advertisers.

Their energetic blogging and letter-writing campaigns, targeted at journalists, MPs, EU officials and regulators, distort the truth and misrepresent Phorm's technology. Phorm has responded to all of their allegations with accurate information about our technology on user consent, data storage, and anonymity, only to see our detractors systematically propagate stories in direct contradiction to the facts. We have regretfully come to the conclusion that they are not interested in either the answers, or an open and honest debate on the issues.

The **StopPhoulplay.com** website exposes and rebuts the accusations against Phorm, reveals who is behind the campaign, and sets out the true story, so that the media and consumers can judge the facts for themselves.

Phorm is happy to engage with valid and robust criticism, we know there are concerns about internet privacy, and we are happy to speak with regulators, publishers, advertisers, the media and consumers to allay those concerns, and prove we offer a higher level of privacy than current internet standards.

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