



15 December 2009

**Phorm, Inc.  
(‘Phorm’ or the ‘Company’)**

**Purchase of Shares and Total Voting Rights**

Phorm (AIM: PHRM/PHRX), the personalisation technology company, has purchased 45,000 shares of the Common Stock with par value \$0.001 per share, in the capital of the Company at a price of £4.73 per share. The transaction occurred pursuant to a contractual arrangement with a former employee and the purchased shares are being held in treasury.

As of the date of this announcement, the total number of common shares of \$0.001 each in the capital of the Company (‘Shares’) is 17,291,363, comprising 16,525,283 Shares under the ticker symbol PHRM (Reg-S), 721,080 Shares under the ticker symbol PHRX (Unrestricted), and 45,000 in treasury. All shares have equal voting rights..

The above figure (17,291,363 Shares) may be used by shareholders as the denominator for the calculation by which they will determine if they are required to notify their interest in, or a change to their interest in the Company, under the FSA’s Disclosure and Transparency Rules.

Enquiries:

*Phorm, Inc*  
Sarah Simon +44 20 7297 2433

*Citigate Dewe Rogerson* +44 20 7638 9571  
Justin Griffiths  
Simon Rigby

*Canaccord Adams Limited*+44 20 7050 6500  
(Nominated Adviser)  
Mark Williams  
Andrew Chubb

About Phorm:

Phorm is a global personalisation technology company that makes content and advertising more relevant to the consumer. Phorm’s innovative platform preserves user privacy and delivers a more interesting online experience. Phorm’s partners include leading Internet Service Providers (ISPs), Publishers, Ad Networks and Advertisers. Phorm was incorporated in Delaware, United States, and currently has multiple offices around the world. The Company was admitted to the AIM market of the London Stock Exchange in 2004, and has over 140 employees. For more information, please visit: [www.phorm.com](http://www.phorm.com)