

19 June 2009

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

Total Voting Rights

Phorm (AIM: PHRM and PHRX), the personalisation technology company, announces that as at 18 June 2009 the total number of common shares of \$0.001 each in the capital of the Company ('Shares') is 17,195,196, comprising 16,407,370 Shares under the ticker symbol PHRM (Reg-S) and 787,826 Shares under the ticker symbol PHRX (Unrestricted), each Share having equal voting rights, none of which are held in treasury. This follows the Company's recent issue of 3,333,333 new PHRM Shares on 10 June 2009.

The above figure (17,195,196 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.

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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 is a Delaware, US incorporated company, with offices in New York, Seoul, Moscow and London.

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