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Press Release

PHORM ANNOUNCES WEBWISE DISCOVER

Phorm announces the launch of our patent pending Webwise Discover, the ultimate recommendation engine. Webwise Discover will allow visitors to any website to automatically find content within that site based on their interests from across the web. Neither users nor websites will have to do anything other than participate, with no need to manually set preferences or categories.

For example, a user arriving on a news site will automatically be presented with articles on their favourite sports team or celebrity. Users following the Middle East peace process will be shown the latest headlines from within that site. Those on a shopping site who have been browsing the web for a particular camera will be automatically presented on arrival with relevant reviews or auctions likely to be of interest to them.

In this way, the Webwise Discover widget acts as a personalised content index on any page of any participating web publisher. It automatically guides users to relevant information within the site, whether it be news, music, product reviews or any type of content.

Webwise Discover will be offered free to our ISP partners' customers who choose to enable the service. It will also be freely available to all websites, large or small, without the need for an advertising relationship. It is an integral part of the trial in Korea which Phorm announced on 21 May.

Consumer Reaction

Independent research indicates that there is substantial consumer appetite for Webwise. In a survey by Populus¹, 81% of consumers that expressed a preference said they liked Webwise with Discover as part of the proposition: namely personalised content and advertising, with an inbuilt anti-phishing capability.

The system can be switched on and off at any time, simply by clicking on any of the Webwise Discover widgets visible within participating websites. Although it offers unprecedented depth and breadth of personalisation, it is completely anonymous and keeps no record of consumer browsing history, or any other personally identifiable information, in keeping with Phorm's industry leading privacy standards.

Website Benefits

Websites can greatly benefit from Webwise Discover. Consumers want the net to reflect their interests, and websites are evolving to try and meet this desire for greater personalisation. Webwise Discover can help a website engage with its audience by unearthing valuable and relevant content which too often simply goes unexplored. Phorm looks forward to announcing a range of applications based upon this platform which will bring producers and consumers of content ever closer, to the benefit of the internet as a whole.

Quote

Kent Ertugrul, CEO of Phorm, said: *"I am very excited to unveil the next evolution of Phorm's offer, Webwise Discover. This groundbreaking platform is the fruit of a huge amount of research and development in conjunction with our ISP and publisher partners, and promises to redefine browsing. The internet is changing: people want the web to reflect their interests. We will offer them a more intuitive experience, with personalised content and advertising, as well as inbuilt anti-phishing. I am delighted that consumers are responding so positively to Webwise."*

ENDS

Notes to Editors:

1. Populus interviewed 2,075 internet users aged 18+ online between Friday 29 May and Sunday 31 May 2009. The results have been weighted to be representative of all adults with home internet access in the UK. Populus is a member of the British Polling Council.

The following material is available for publication on request or by visiting www.phorm.com:

- Webwise Discover multimedia demonstration
- Populus survey results
- Vox pop video of consumer reactions
- How Phorm's technology works multimedia demonstration

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About Phorm:

Phorm is an innovative advertising technology company specialising in interest-based advertising which preserves users' personal privacy and security. 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 and London.

The Company was admitted to the AIM market of the London Stock Exchange in 2004 and has over 100 employees.

For more information, please visit: www.phorm.com