

**29 September 2008**

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

**Commencement of BT Trial**

Phorm (AIM: PHRM and PHRX), the advertising technology company, today announces that its ISP partner, BT, will tomorrow commence its trial of Phorm's platform, branded "BT Webwise".

BT customers are being invited to take part in the trial, which will take place over a number of weeks. Following successful completion of this trial and an appropriate period of analysis and planning, it is currently expected that Phorm's platform will be rolled out across BT's network.

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