

17 July 2007

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

Phorm (AIM: PHRM and PHRX), an innovative technology company specialising in behavioural and contextual online advertising, today announces that Gerard Baz, non-executive director of the Company, is stepping down from the Board, effective immediately. Mr Baz is leaving to focus on other business interests and opportunities.

Kent Ertugrul, Chairman and Chief Executive of Phorm, said: "On behalf of the Board I would like to thank Gerard for his tremendous contribution to the Company's growth since its inception and we wish him all the best in his future endeavours."

For Enquiries

Phorm, Inc. +44 870 405 7722
Kent Ertugrul (Chairman & Chief Executive)

Edelman Financial PR +44 20 7344 1325
Paul Lockstone +44 7876 685200
Sorrel Beynon +44 20 7344 1253
+447980687255

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