

22 February 2008

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

Phorm announces Special Meeting of Stockholders to be held 13 March 2008

Phorm (AIM: PHRM and PHRX), an advertising technology company, today announces that it will hold a special meeting of its stockholders ('Special Meeting') at 10:00 a.m. (local time), 13 March, 2008, at the Company's offices at Liberty House, 222 Regent Street, London, W1B 5TR.

At the Special Meeting, stockholders will be asked to consider amendments to the Company's certificate of incorporation. The amendments are designed to reflect current practice for Delaware public corporations and to position the Company for the next stage of its corporate development. The proxy statement outlining details of the Special meeting and the proposed amendments will be posted today to the Company's stockholders of record as of February 14, 2008, the record date for the Special Meeting. The proxy statement will also be made available on Phorm's website: www.phorm.com.

For Phorm Enquiries:

Kent Ertugrul (Chairman & Chief Executive) +44 20 7638 9571
Lynne Millar (Chief Financial Officer)

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

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