

15 June 2007

## Statement re Share Price Movement

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

Phorm (AIM: PHRM and PHRX), an innovative technology company specialising in behavioural and contextual online advertising, takes note of the recent rise in its share price.

The Company confirms it is currently in the process of finalising an institutional placing of new shares. Phorm intends to use the proceeds from the placing to continue the implementation of its innovative targeted advertising technology platform with Internet Service Providers (ISPs) and for general working capital. Further the Company notes that it is envisaged that the placing will be at a premium to Thursday's closing price.

The Company continues to see high levels of interest from global ISPs to deploy the Company's platform throughout the world. The Company announces that it has entered into heads of agreement with a number of ISPs. These heads of agreement set forth the basis under which these ISPs intend to deploy Phorm's technology platform.

Enquiries:

Phorm, Inc.

Kent Ertugrul (Chairman & Chief Executive) +44 870 405 7722

Edelman Financial PR

Paul Lockstone +44 7876 685200  
Sorrel Beynon +44 7980 687255

Canaccord Adams Limited Nominated Adviser

Mark Williams/ Andrew Chubb +44 20 7050 6500

This information is provided by RNS  
The company news service from the London Stock Exchange