



ASX ANNOUNCEMENT FOR IMMEDIATE RELEASE – 22 JULY 2009

SWISH AMPHEAD ENTERS INTO AGREEMENT WITH GMM GRAMMY THAILAND

Swish Group's digital music subsidiary, Swish AmpHead has established an exclusive international partnership with leading Thai music conglomerate, GMM Grammy to bring that Company's music to Australia.

- **Swish Amphead is Australia's largest distributor of independent digital music to online retailers and telecommunication companies including iTunes, Amazon, eMusic, Nokia, and Verizon.**
- **GMM Grammy is one of Thailand's largest music Company's providing approximately 80% of all legal music in Thailand and most of the countries top 40 hits**
- **Estimated revenues to Swish Amphead of \$4-6 million over the next 2 years**

The agreement provides for Swish AmpHead to distribute the entire GMM Grammy music library in Australia, distribute GMM Grammy music content worldwide through the Swish AmpHead/The Orchard distribution channel of 400 online music retailers and telecommunication companies, mix and master and sub-publish GMM Grammy recorded music in Australia and manage GMM Grammy Artists for a series of concerts in Australia

Swish AmpHead's CEO, Gary Mackenzie said "We are extremely excited about this new partnership. We are also pleased to announce that we will stage a number of GMM Grammy sponsored live musical concerts across Australia. This will provide the opportunity to make Thai music more accessible to music fans across Australia. The sub-publishing and mix/mastering work for some of GMM Grammy's recordings includes their licensed Warner music catalogue which has been reproduced by Grammy in English.

GMM Grammy's Chief Operating Officer Krij Thomas said "Swish AmpHead is a very reputable partner for GMM Grammy and is the first international partner for GMM Grammy outside Thailand. This collaboration is the first stepping stone of our international growth strategy".

The two Company's, who have been developing their relationship over the past twelve months, will provide GMM Grammy full access to The Orchard's network of over 400 online stores worldwide, providing digital distribution and marketing of the Grammy catalogue through online retailers such as Apple iTunes, Amazon, eMusic, Nokia, and Verizon.

About Swish AmpHead

A wholly owned subsidiary of The Swish Group Ltd (**SWG**), Swish AmpHead, is Australia's largest distributor and marketer of independent digital music. Swish Amphead is the exclusive Australian, New Zealand, Pacific and South East Asian partner of NASDAQ listed company The Orchard. The Orchard is one of the largest distributors of independent music in the world, representing artists and labels from over 78 countries. The Company globally distributes more than 1.5 million songs and over 4,000 video titles through approximately 400 digital stores (e.g. iTunes, eMusic, Google, Netflix, V CAST) and mobile carriers (e.g. Verizon Wireless, Vodafone, Bell Canada,).

Swish AmpHead and The Orchard market and sell for its labels, retailers, brands, and agency clients through marketing and promotional campaigns; brand entertainment programs; and film, advertising, gaming and television licensing. Digital music service provision, digital and physical distribution, music licensing, and promotions are the core components of Swish AmpHead services. Some of the artists distributed include Coldplay, Bing Crosby, Blink 182, Bob Marley, Chuck Berry, Don Mclean, Elton John, James Brown and over 14,000 more.

About GMM Grammy PLC

GMM Grammy is a leading entertainment company in Thailand with over 80% market share, with holdings in music, television production, radio broadcasting, and live events production. The Company, which has operated for 25 years, is one of the dominant providers of music content and publishing, artist management, movies and media programmes in Thailand, producing over 200 albums per year with more than 400 artists under license. Its music operations include both record production and distribution; anchored by such labels as Genie Records, Grammy Gold, and More Music, as well as CD and DVD manufacturing services. GMM Grammy also produces television shows and movies, live concerts and other events, and operates four radio stations. Other operating subsidiaries include digital entertainment and publishing operations.

About The Swish Group Limited

The Swish Group Limited (**ASX codes: SWG**) businesses include Australasia's largest wholesaler and distributor of independent digital music, a significant sales and marketing business that provides outsourced sales services to leading companies in the telecommunications, energy and charities sectors, a theatrical, TV, DVD/CD distribution business, one of Australia's largest digital signage networks and one of Australia's only independent internet TV businesses. The company is listed on the ASX with a market capitalisation of approximately \$6m.

Websites: www.swishgroup.com.au, www.ampheadmusic.com.au

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