



ASX ANNOUNCEMENT FOR IMMEDIATE RELEASE – 14 JULY 2009

SWISH AMPHEAD ENTERS INTO AGREEMENT WITH TELSTRA BIGPOND.

Swish Group is delighted to announce that its digital music subsidiary, Swish AmpHead, has entered into a music licensing Agreement with Telstra Bigpond to supply local music content for sale over the Telstra Bigpond music site.

- **Swish Amphead enters into music licensing agreement with Telstra Bigpond.**
- **Company consolidates its position as Australia's largest distributor of independent digital music for online music retailers and telecommunications companies.**
- **Continues its rapid expansion in the online music area in Australia.**

The agreement further consolidates Swish AmpHead's position as Australia's largest distributor of independent digital music. Swish Amphead, which is the exclusive Australasian partner of USA, based The Orchard (**NASDAQ:ORCD**), provides music to most of Australia's major online music retailers.

During the past 12 months Swish Group has experienced significant revenue and earnings growth in its digital music business and this growth is expected to continue over the next 12-24 months. This rate of growth is well ahead of the digital music industry as a whole which is itself continuing to experience significant growth.

Mr Gary Mackenzie, CEO of Swish Amphead said "I am extremely pleased with the new agreement with Telstra Bigpond as it allows Australia's local artists and labels to now sell on one of Australia's largest digital music retail platforms".

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 \$6.5m.

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