



ASX ANNOUNCEMENT FOR IMMEDIATE RELEASE – 28 JULY 2010

QUARTERLY CASH FLOW STATEMENT AND GUIDANCE

The Swish Group (**ASX: SWG**) presents its Appendix 4C Cash Flow Statement for the quarter ended 30 June 2010. The Company had net operating cash outflows of \$1,032,000 during the quarter made up largely of one off costs to do with the reorganization, recapitalization and relisting of the Company on ASX on 28 May 2010. The Company had a cash balance of \$818,000 as at 30 June 2010.

In May 2010, the Company completed a prospectus capital raising, raising the sum of \$1,750,000 from a range of existing and new investors, to pay the various costs associated with the relisting of the Company on ASX. These one off costs included \$450,000 paid to the Deed Administrators under the Deed of Company Arrangement, approximately \$220,000 for legal, accounting, audit and experts reports required to be completed to allow for the re-quotation of the Company's shares, approximately \$90,000 for brokerage commission for the funds raised under the Prospectus and \$240,000 in unpaid consulting fees since January 2010.

In addition the Company did not receive any revenue from its recently acquired Planet W business during the quarter. Those revenues not being received until 15 July 2010 due to the payment terms for its advertising being 45 days from the end of the month in which those revenues are earned (i.e. Revenues earned by the Company in May 2010, the first month in which the Company operated the Planet W business, were not received until 15 July 2010). The Company's existing businesses were also only re-established following the re-quotation of the Company's shares on ASX and accordingly the Company had not received any revenue from those businesses prior to 30 June 2010.

The Company is now seeking to expand its Planet W business and recently announced a global agreement with International online advertising firm AdOptum which, is expected to significantly increase the revenues from that component of its business. The Company has also restructured and is selectively seeking to expand a number of its pre-existing businesses and recently announced the acquisition of the MP3.com.au, The Scene and Nice Shorts businesses. The Company is also renegotiating some of the agreements that it had prior to the Administration based on its understanding of those businesses and the current digital media landscape.

In addition the Company has established a new office and employed a senior Executive in San Francisco to identify and negotiate a range of joint venture and licensing agreements that will enable it to bring a number of US and European developed technologies to the Australian and South East Asian markets. The Company's Managing Director Dean Jones has recently spent a considerable amount of time overseas also working on a range of opportunities for the Company.

In order to provide the Company with additional access to capital to finance a number of these potential opportunities, the Company has entered into a \$5,000,000 Equity Finance Facility. The facility, which is for a five year term and allows the Company to draw down up to \$250,000 per month, will enable the Company to more rapidly expand its existing range of digital media and internet businesses and pursue some of the opportunities emanating out of the US. As at the date of this announcement the facility remains undrawn. The Company will be in a position to provide a further update to the market shortly.

Dean Jones Managing Director +61 414 546 421

Cary Stynes Executive Director and Company Secretary +61 412 111 821

Appendix 4C

Quarterly report for entities admitted on the basis of commitments

Introduced 31/3/2000. Amended 30/9/2001, 24/10/2005.

Name of entity

The Swish Group Limited

ABN

93 085 545 973

Quarter ended ("current quarter")

30 June 2010

Consolidated statement of cash flows

Cash flows related to operating activities	Current quarter \$A'000	Year to date (12 months) \$A'000
1.1 Receipts from customers	-	692
1.2 Payments for		
(a) staff costs	(283)	(956)
(b) advertising and marketing	(12)	(25)
(c) research and development	-	-
(d) leased assets	-	-
(e) other working capital	(738)	(926)
1.3 Dividends received	-	-
1.4 Interest and other items of a similar nature received	1	1
1.5 Interest and other costs of finance paid	-	(3)
1.6 Income taxes paid	-	-
1.7 Other (provide details if material)	-	-
Net operating cash flows	(1,032)	(1,217)

+ See chapter 19 for defined terms.

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Quarterly report for entities
admitted on the basis of commitments

	Current quarter \$A'000	Year to date (12 months) \$A'000
1.8 Net operating cash flows (carried forward)	(1,032)	(1,217)
1.9 Cash flows related to investing activities		
Payment for acquisition of:		
(a) businesses (item 5)	-	-
(b) equity investments	-	-
(c) intellectual property	-	-
(d) physical non-current assets	-	-
(e) other non-current assets	-	-
1.10 Proceeds from disposal of:		
(a) businesses (item 5)	-	-
(b) equity investments	-	-
(c) intellectual property	-	-
(d) physical non-current assets	-	-
(e) other non-current assets	-	-
1.11 Loans to other entities	-	-
1.12 Loans repaid by other entities	-	-
1.13 Other (provide details if material)	-	-
Net investing cash flows	-	-
1.14 Total operating and investing cash flows	(1,032)	(1,217)
Cash flows related to financing activities		
1.15 Proceeds from issues of shares, options, etc.	1,750	1,750
1.16 Proceeds from sale of forfeited shares	-	-
1.17 Proceeds from borrowings	-	306
1.18 Repayment of borrowings	-	-
1.19 Dividends paid	-	-
1.20 Other (provide details if material)	-	-
Capital raising costs	(30)	(30)
Net financing cash flows	1,720	2,026
Net increase (decrease) in cash held	688	809
1.21 Cash at beginning of quarter/year to date	130	9
1.22 Exchange rate adjustments to item 1.20	-	-
1.23 Cash at end of quarter	818	818

+ See chapter 19 for defined terms.

Payments to directors of the entity and associates of the directors

Payments to related entities of the entity and associates of the related entities

		Current quarter \$A'000
1.24	Aggregate amount of payments to the parties included in item 1.2	224
1.25	Aggregate amount of loans to the parties included in item 1.11	-
1.26	Explanation necessary for an understanding of the transactions	
	Payments to directors and their associates.	

Non-cash financing and investing activities

- 2.1 Details of financing and investing transactions which have had a material effect on consolidated assets and liabilities but did not involve cash flows

N/A

- 2.2 Details of outlays made by other entities to establish or increase their share in businesses in which the reporting entity has an interest

N/A

Financing facilities available

Add notes as necessary for an understanding of the position. (See AASB 1026 paragraph 12.2).

		Amount available \$A'000	Amount used \$A'000
3.1	Loan facilities: Equity & convertible note facility	5,000	-
3.2	Credit standby arrangements	-	-

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Appendix 4C
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Reconciliation of cash

Reconciliation of cash at the end of the quarter (as shown in the consolidated statement of cash flows) to the related items in the accounts is as follows.	Current quarter \$A'000	Previous quarter \$A'000
4.1 Cash on hand and at bank	818	130
4.2 Deposits at call	-	-
4.3 Bank overdraft	-	-
4.4 Other (provide details) (cash held in a separate bank account to secure a bank guarantee in respect of leased office accommodation)	-	-
Total: cash at end of quarter (item 1.23)	818	130

Acquisitions and disposals of business entities

	Acquisitions (Item 1.9(a))	Disposals (Item 1.10(a))
5.1 Name of entity	-	-
5.2 Place of incorporation or registration	-	-
5.3 Consideration for acquisition or disposal	-	-
5.4 Total net assets	-	-
5.5 Nature of business	-	-

Compliance statement

- 1 This statement has been prepared under accounting policies which comply with accounting standards as defined in the Corporations Act (except to the extent that information is not required because of note 2) or other standards acceptable to ASX.
- 2 This statement does give a true and fair view of the matters disclosed.

Sign here: Date:28 July 2010.....
(Director)

Print name: Cary P. Stynes.....

+ See chapter 19 for defined terms.

Notes

1. The quarterly report provides a basis for informing the market how the entity's activities have been financed for the past quarter and the effect on its cash position. An entity wanting to disclose additional information is encouraged to do so, in a note or notes attached to this report.
2. The definitions in, and provisions of, *AASB 1026: Statement of Cash Flows* apply to this report except for the paragraphs of the Standard set out below.
 - 6.2 - reconciliation of cash flows arising from operating activities to operating profit or loss
 - 9.2 - itemised disclosure relating to acquisitions
 - 9.4 - itemised disclosure relating to disposals
 - 12.1(a) - policy for classification of cash items
 - 12.3 - disclosure of restrictions on use of cash
 - 13.1 - comparative information
3. **Accounting Standards.** ASX will accept, for example, the use of International Accounting Standards for foreign entities. If the standards used do not address a topic, the Australian standard on that topic (if any) must be complied with.

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