



**THE SWISH GROUP LIMITED**  
(ASX: SWG)

## **ASX and Media Release**

### **Change in Company Name to AdEffective Limited**

**9 December 2010, Melbourne Australia:** The Swish Group Limited (ASX: SWG) is pleased to announce that shareholders unanimously approved the Company's change of name to **ADEFFECTIVE LIMITED** at the annual general meeting held yesterday. ASIC has today effected the change and updated the Company's registration details. The Company's ASX code will change to ABN on Monday 13 December 2010.

The Company's main operating entity has also undergone a name change and is now known as AdEffective Business Network Pty Ltd (or ABN).

With the integration of the assets of PlanetW into the Company now complete, Damian London (the former CEO of PlanetW and current Executive Director of the Company) has advised that he will be moving to a non-executive role with the Company effective immediately. Damian will of course continue to provide the Company with the benefit of his experience and knowledge in the online advertising space and remains a substantial shareholder in the Company.

The Board believes that the new name provides an opportunity for the Company to leverage value from its history, network and established reputation in the media space in Australia and internationally, as well as better reflecting the more focused and potentially more lucrative activities it is now undertaking.

The strategic acquisition of the operating assets of PlanetW earlier this year, together with the three new online advertising platforms being developed by the Company (the first of which, Footar, was successfully launched on 1 December 2010) will form the key operations of **ADEFFECTIVE LIMITED**.

More information on the Company and its online advertising operations can be found at the new AdEffective website ([www.adeffective.com](http://www.adeffective.com)).

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### **About AdEffective Limited**

**AdEffective** is an online advertising business focusing on the distribution of search advertising to publishers and publisher networks and more recently, on the design and development of 3 innovative new platforms and technologies in the online advertising space to help improve advertiser ROI and generate more revenue for its publisher partners.