

THE SWISH GROUP LIMITED
(ASX: SWG)

ASX and Media Release

26 November 2010

Completes Capital Raise

As indicated in the Company's 2010 Notice of Annual General Meeting, the Company is pleased to announce that it has reached agreement with a number of sophisticated investors to raise \$400,000 (through the issue of convertible notes converting to 400,000,000 shares at \$0.001).

The placement is subject to finalisation of documentation, which is expected to be completed shortly.

The Company's Managing Director, Mr Dean Jones, will be participating in the placement, as documented in the Company's 2010 Notice of Annual General Meeting.

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About The Swish Group Limited

Swish 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 innovative new platforms and technologies in the online advertising space to help improve advertiser ROI and generate more revenue for its publisher partners.

As outlined in the Notice of Meeting for the 2010 Annual General Meeting, the Company is seeking shareholders' approval to change the group's name to **AdEffective Limited**.