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ASX ANNOUNCEMENT

Webfirm divests Searchworld's AdFeedEngine

- **AdOn Network, Inc. to acquire Searchworld's AdFeedEngine for US\$1 million**

16 September 2010

Webfirm Group Limited (ASX: WFM; 'Webfirm') today announced the sale of Searchworld's AdFeedEngine to AdOn Network, Inc. ("AdOn"), a wholly owned subsidiary of Arizona-based PV Media Group, for US\$1 million.

Webfirm's former Searchworld division developed the proprietary search advertising and syndication system – which measures and controls the volume, quality and source of incoming traffic received by search advertising distribution partners - in 2009.

The divestment of the AdFeedEngine follows Webfirm's strategic decision to divest non-core intellectual property assets so it can focus on the growth of the Adslot business.

Under the exclusive licence and purchase agreement, AdOn will pay Webfirm an upfront cash payment plus earn-out payments over two years. Webfirm will transfer the AdFeedEngine intellectual property to AdOn once Searchworld has received a total consideration of US\$1 million. The sale price represents a strong return on the development cost for Webfirm.

With the successful divestment of the AdFeedEngine, the "Searchworld" brand will now be used within the Webfirm division, and will focus on continuing to expand the growth area of search engine optimisation (SEO), paid search and social marketing.

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About the Webfirm Group

Webfirm Group Limited (ASX: WFM) is an innovative Internet technology and marketing company that maximises online profitability for its customers. The company operates two main divisions. The Adslot division provides patented advertising sales automation services that reduce selling costs and increase premium advertising revenue for its publisher clients. The company's Webfirm division offers the complete spectrum of online marketing services including web design and development, website optimisation, hosting, search and social marketing and e-commerce services; the division also delivers premium quality search monetisation solutions. With more than 60 staff across Melbourne, Sydney and Perth, the Webfirm Group continues to develop innovative products and services aimed at helping customers maximise their online investment. More information at www.webfirmgroup.com

About PV Media Group and AdOn Network

Established in January 2008, PV Media Group, combines the resources of three online and mobile marketing companies to provide a full spectrum of performance advertising solutions to its Clients. Prime Visibility Group, LLC founded in 1998, is a leading, full-service Search Engine Marketing (SEM) firm committed to increasing traffic, sales and ROI for its clients; AdOn Network, founded in 1999 is one of the largest contextual multi-format (text, display, rich-media) online advertising networks in the world; and Premium Access Media, an innovative vertical advertising network representing thousands of quality brand name advertisers and publishers across a number of vertical channels, including entertainment, gaming and health.

