



ASX ANNOUNCEMENT FOR IMMEDIATE RELEASE – 9 FEBRUARY 2010

APPOINTMENT OF NON-EXECUTIVE CHAIRMAN

The Swish Group Limited (“**Swish Group**”) (**ASX: SWG**) (Subject to a Deed of Company Arrangement) is delighted to announce the appointment of Mr Andrew Plympton as its new Non-Executive Chairman.

Mr. Plympton is a former President of St Kilda Football Club and has had a distinguished business career in the insurance and risk management industries. He brings to the Company considerable additional financial management skills, which will be of great assistance in the exciting period ahead for the Company.

He is a past National Secretary and International Governor of the International Etchells Association, a Life Member International Etchells Association and a previous World Champion and three times Australian champion in the Etchells class. He was elected to the Australian Olympic Committee Executive in May 2009 and is also currently Non-Executive Chairman of ASX listed Beyond Sportswear International Limited.

In addition Non- Executive Director Mr Bill Graham has advised the Company that regrettably, due to other business commitments and his residing in Queensland, he wishes to resign from the Board. The Board wishes to thank Bill for his significant contribution to the Company over the past few years”.

Managing Director Dean Jones said, “We are delighted that Andrew Plympton has joined the Company as its Chairman and I look forward to working with him in the period ahead as we recapitalise the Company and develop its exciting digital media businesses”.

Mr Plympton said,“ The existing businesses, and the acquisition of the complimentary, Planet W business will provide Swish Group with an exciting future and the financial certainty it requires. I look forward to working with the Company and existing Board to build a significant Australian digital media Company”.

Dean Jones
Managing Director