

THE SWISH GROUP LIMITED

(ASX: SWG)

ASX and Media Release

26 October 2010

**Resignation of Director & Company Secretary and
Appointment of Company Secretary**

The Directors of The Swish Group Limited, (SWG or the Company) advise that Mr. Cary Stynes, who has been integral in the recent restructuring and re-admission by the Company to the official list of the ASX, is resigning as an executive Director and Company Secretary of the Company, effective today.

While Mr. Stynes is resigning to focus on other interests, he continues to be a substantial shareholder of the Company. The Board thanks Mr Stynes for his contribution to the Company.

The Board also advises that Ms Sophie Karzis has been appointed as Company Secretary, effective today.

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About SWG

The Swish Group Limited (SWG) produces, sources, aggregates and licences an extensive range of digital, audio and video content, distributes a wide range of written, audio and video content to many new media platforms and also operates a sales and marketing business selling its digital media products and services. SWG is listed on the ASX and further information on the Company can be found on its website at www.swishgroup.com.au