

## THE SWISH GROUP LIMITED (ASX: SWG)

# ASX and Media Release

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## Launch of Innovative New Advertising Platform Footar

The Swish Group Limited (Swish or the Company) announces today that it has launched Footar™, the 'Footer Toolbar', the first of 3 new advertising platforms the Company is launching over the coming months.



Footar is a fully customisable 'digital' search, content and advertising delivery platform that is launched via java-script, and anchored to the base of a web browser by a technique known as 'absolute positioning'.

Footar takes this concept to the next level, providing a combination of unique visible and invisible methodologies for distributing advertising into the browser, and has been embraced by major online publishers seeking a higher return from their audience. (Swish is currently in the process of evaluating the Footar intellectual property, and has briefed a patent attorney in the U.S.).

*"Footar is the first of 3 major new online advertising initiatives developed by the Company this year to be launched globally," said Dean Jones, Managing Director of The Swish Group Limited. "Advertiser and publisher interest in the Footar platform has been significant with the Company expecting a 5% - 10% increase in group sales revenue for December alone."*

Swish has partnered with two of Australia's leading online businesses for the launch of Footar into the marketplace, Excite Digital Media and Online Marketing Group.

*"Footar is one of the most exciting new online advertising platforms we have seen, if not 'the' most exciting online advertising platform of recent times," said Evan Balafas, Director of Excite Digital Media. "Interest in the platform has been extremely high and we look forward to bringing in more partners to Footar now that the platform has been formally launched"*

Online Marketing Group (OMG) will be using Footar on around 400 of its premium websites including popular destinations like Banks.com.au where the Footar platform can now be seen in operation.

*"OMG will trial the Footar technology on some of our premium sites in our network" said Ari Klinger, CEO and Founder of OMG. "If the trial is successful, we will look to rolling out Footar across our entire network of 30,000 sites".*

Swish is currently in negotiations with several large websites and website networks for the inclusion of Footar on their sites and will update the market on those negotiations as and when appropriate.

Publishers and advertisers interested in learning more about Footar, can visit the Footar website at [www.footar.com](http://www.footar.com).

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#### **About Footar**

Footar ([footar.com](http://footar.com)) is a wholly owned technology/subsidiary of The Swish Group Limited, a publicly listed Australian company on the Australian Securities Exchange.

Footar is launched via java-script (not a download) combining 'absolute positioning' technology with a proprietary content creation and delivery platform to help website owners increase their website's overall revenue while helping advertisers increase the performance of their online advertising spends.

#### **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 shareholder approval to change the group's name to **AdEffective Limited**.

#### **About Online Marketing Group (OMG)**

OMG is Australia's largest network of websites with over 30,000 Australian websites in over 60 industry categories, delivering a monthly audience of over 1.5m unique users per month. OMG helps customers find solutions by connecting them with relevant businesses and assisting in the search process. OMG's directories provide access to the best content, comparisons, reviews, guides, product and service information available in an easy to use format.

OMG is owned by a group of investors including Fairfax Digital and Right Click Capital.

#### **About Excite Digital Media**

Excite Digital Media is an online advertising company specializing in online search engine syndication and web-site monetization and has one of the largest search publisher networks in Australasia. Excite's proprietary search technology evaluates, audits and matches search advertising and delivers traffic on proven optimisation parameters.