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## ASX ANNOUNCEMENT

7 December 2010

Manager Announcements  
Company Announcement Office  
Australian Securities Exchange

### Webfirm Group completes acquisition of QDC

Following shareholder approval gained at the Annual General Meeting on 30 November 2010, and satisfaction of the remaining condition precedents, Webfirm Group completed today the acquisition of QDC IP Technologies Pty Ltd.

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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](http://www.webfirmgroup.com)

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