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GoConnect Signs Agreement with The Swish Group To Form Major Online Music Network

GoConnect Ltd (“GoConnect”) (ASX “GCN”) is pleased to announce it has signed an advertising representation agreement with The Swish Group Ltd (“Swish”) (ASX: SWG) to form one of the largest online music destinations in Australia.

From December 2010, GoConnect will represent Swish’s online properties: Mp3.com.au (www.mp3.com.au), NiceShorts (www.niceshorts.com.au) and TheScene (www.thescene.com.au) and include them in GoConnect’s fast growing online media sales network.

On July 1, 2010, GoConnect merged with Undercover and PLW Entertainment to form Australia’s largest independent music entertainment company.

The GoConnect Music Network includes Undercover (www.undercover.fm), uctv.fm (www.uctv.fm), Soundcheck (www.soundcheck.com.au), PLW artist sites for Trinity, Art of Wor, Goodbye Motel, Sam Clark and Engelbert Humperdinck and live music site Moshcam (www.moshcam.com). Together with the Swish properties, the GoConnect Music Network will become one of the largest online music destinations in Australia and be better placed to maximise revenues for both partners by targeting the advertising industry with a combined audience in excess of 600,000 unique visitors per month.

“Swish recently announced its intention to further focus its operations around Online Advertising,” said Dean Jones, managing Director of The Swish Group Limited. “This partnership with GoConnect will allow Swish to both continue to develop its own online advertising businesses and technologies while enjoying the benefits that should flow from the formation of this major new music network”.

“We are extremely excited to have Mp3.com.au, TheScene.com.au and NiceShorts.com.au join the GoConnect Music Network and with it bring a new

dimension of music content to our audience and increased value to the advertiser,” said GoConnect Director and Undercover founder Paul Cashmere. “The Swish music sites are complementary to our existing network of sites and will help improve revenues for both partners with a substantially larger audience reach for the advertiser”.

About GoConnect:

GoConnect is a global Internet media and communications company listed on the ASX (Stock Code: GCN) and on the German Stock Exchanges (Stock Code: GCK GR). GoConnect pioneered the delivery of IPTV through its own patented video delivery technology GoTrek and the GoTrek derivative for the mobile phone, m-Vision since the year 2000. Founded in Melbourne in 1999, GoConnect now specializes on products and services for the music industry with its wholly owned operations Undercover and PLW Entertainment. GoConnect is also the owner and operator of the IPTV network, uctv.fm which provides one of the first Channels to be distributed by the Sony BRAVIA Internet Video platform.

About Mp3, TheScene & NiceShorts.

Mp3.com.au is one of Australia’s oldest and most established online music sites and has approximately 20,000 artists, 100,000 original songs with approximately 260,000 songs streamed and downloaded from the site every month.

Mp3.com.au, NiceShorts and TheScene have a significant database of original content including approximately 4,000 articles and movie and music reviews. The combined properties have an email subscriber database of over 100,000 people.

Mp3.com.au, NiceShorts and TheScene are owned by The Swish Group Limited.

Yours sincerely
Richard Li
Chairman