

**ASX ANNOUNCEMENT – FOR IMMEDIATE RELEASE – 28 MAY 2010**

**ACQUIRES MP3.COM.AU, NICE SHORTS AND THE SCENE**

Swish Group (**ASX Code: SWG**) is delighted to announce that it has acquired the business and assets of Mp3.com.au ([www.mp3.com.au](http://www.mp3.com.au)), NiceShorts ([www.niceshorts.com.au](http://www.niceshorts.com.au)) and TheScene ([www.thescene.com.au](http://www.thescene.com.au)) previously owned by Destra Corporation Limited.

- **Swish Group to acquire leading music and entertainment websites Mp3.com.au, NiceShorts and TheScene for \$100,000 in fully paid ordinary shares in the Company (100,000,000 shares at \$0.001 per share).**
- **Sites have a current combined online audience of 130,000 unique visitors per month and an email subscriber database of over 100,000 people.**
- **MP3 is one of Australia's oldest and most established online music sites and has approximately 20,000 artists, 100,000 original songs (In March 2010 there were approximately 260,000 songs streamed and downloaded from the site)**
- **MP3.com.au, NiceShorts and TheScene have a significant database of original content including approximately 4000 articles and movie and music reviews**

The acquisition of these sites is consistent with the Company's strategy of creating, acquiring and aggregating digital media businesses that operate in content creation, distribution and sales.

Managing Director, Dean Jones said *"We see a significant opportunity to increase the sites online audience, membership and use as well as grow revenues by exploiting the large pool of original content through the rapidly expanding range of online distribution platforms now available."*

**About The Swish Group Limited (ASX: SWG).**

Swish Group was recently restructured and recapitalised. The Company is focusing on commercialising its range of rapidly expanding new digital media products and services in the areas of content creation, distribution and sales. The Company is also looking for additional acquisition and licensing opportunities to further expand its range of digital media businesses.

For further information contact:

Dean Jones  
Managing Director  
T: + 61 3 9863 9742  
M: + 61 414 546 421

Cary Stynes  
Executive Director  
T: +61 3 9863 9742  
M: +61 412 111 821

