

PRESS RELEASE – JUNE9TH 2009

Neil Osborne, Managing Director of A Brand Apart Television Ltd, today announced that ITV's former Director of Television, Simon Shaps, will join the company as Chairman.

This new business, established in March by Neil, specialises in advertiser funded programming, broadcast production and distribution. Neil Osborne has completed more international AFP deals than any other in the World and he and his experienced management team combine to create effective solutions and great opportunities for international brands and broadcasters alike. A Brand Apart create and offer excellent content ideas, frequently talent-led, designed to meet a brand's key values and messages and, with Simon joining the team, also have an unrivalled awareness of what is on the current wish lists of media agencies and terrestrial, cable and satellite networks both here in the UK and overseas.

A Brand Apart also offer online, mobile and airline value content via a network of carefully selected platform partners in the UK and all over the world and a multilingual distribution team are in also in place maximising all opportunities from shared revenue streams, licence fee sales and other content rights deals across all platforms. With a sister company, Back2Back productions, focusing on high quality factual programming, the company has also partnered with a network of leading specialist independent producers, thus tailoring programming to meet the exact requirements of broadcasters and brands alike, whether solely for the UK or conceived for multi-market distribution.

Neil and Simon have already held successful meetings with a number of media agencies including Group M, MediaCom and Mindshare. This week the company launched its website www.abrandapart.tv and we can also confirm today that it has a 26 week entertainment series in development for ITV1/2 and two further shows in development for five.

Neil brings an unrivalled experience, having been in advertiser funded programming for over 10 years. Neil began his AFP career managing the biggest series of its kind, the US\$ multi-million "Gillette World Sport", overseeing two new contract wins, distribution growth to over 180 countries, 236 television networks and over US\$20 million in airtime media value. He has also created/developed series including Allianz Inside Grand Prix, Gillette FIFA World Cup, Toyota World of Wildlife, Nissan Sports Adventure, Unilever's Sure Fans United, Adidas Legends; the Story of the All Blacks, Kenwood Glamour Puds and many more. A former Granada/ITV executive and sales Director for Sunset+Vine/TV Corp International, he has produced programming for broadcasters including for Sky One, Sky Sports, ITV, five, Discovery, ITV and distributed to over 250 networks worldwide.

Simon Shaps track record also speaks for itself. With more than two decades with the UK's largest commercial Broadcaster, ITV he has had a varied career across almost all parts of the broadcaster, ranging from CEO of Granada's Global Production business to Director of Television for the most successful family of channels in the UK.

Neil Osborne said "I'm delighted that Simon has agreed to join A Brand Apart. With a lot of talk about APF currently it's amazing how overcomplicated people make it when there is measurable value to be delivered to multi-market brands. Combine this with further shared content ownership opportunities and it makes a compelling argument for A Brand Apart with Simon, and his considerable experience and contacts as our Chairman, to succeed"