

## **IBIS Media VCT 1 plc**

### **Follow on Investment in Get Me Media Ltd**

We are pleased to announce that IBIS Media VCT 1 plc (IBIS) has completed its thirteenth investment – a £210,000 follow-on investment in Get Me Media Ltd (GMM). GMM trades as Getmemedia.com and is an online marketing ideas search engine which is used by advertisers, media owners, agencies and media buyers. IBIS' initial investment in GMM of £350,000 was made in January 2007.

We are also pleased to announce that Sir Robin Miller, who is the non-executive chairman of IBIS, will be joining Getmemedia.com as non-executive chairman.

### **Investment Rationale**

Since IBIS' original investment in GMM, the business has had significant success in developing its market presence. Getmemedia.com now has over 1,000 marketing, media and sponsorship ideas on its website, from hundreds of media and rights owners, including ITV, Microsoft Advertising and IPC Media. Nearly 7,000 individuals from advertisers and agencies across the UK are members; using the site to find inspiration for campaigns for their brands.

IBIS's follow-on investment represents additional development capital that will enable Getmemedia.com to further expand its team, accelerate the growth of the Company's core business and fund the development of new organic initiatives. In particular the Company is seeking to accelerate the development of its briefing service, which enables advertisers or their agencies to distribute specific briefs to a wide range of media owners and receive customised responses. The initial response to the service has been very positive and briefs with a media value of over £10 million have already been posted.

Sir Robin Miller's appointment as non-executive chairman will further strengthen GMM's Board. Sir Robin brings highly relevant experience across the breadth of the UK media

industry, with past and current Board experience ranging across consumer magazines (EMAP), national and regional newspapers (EMAP and Mecom), free-to-air TV (Channel 4), radio (EMAP), broadcast content (Entertainment Rights), exhibitions and events (EMAP and Clarion Events), music (HMV Group) and business-to-business (EMAP and Mining Communications).

**Pete Davis, Getmemedia.com Managing Director said:** “Since launching three years ago, Getmemedia.com has consistently grown its market presence and now works with over 700 advertisers, agencies and media owners. Much of this growth is down to the fact that we are well positioned, particularly in the current business climate, to support media companies in their need to drive efficiencies. For media owners we provide a cost-effective solution to reach advertisers and agencies quickly, and for agencies and advertisers we save time by enabling them to view ideas from across the media market at the click of a button.

I am delighted that this additional investment from IBIS Media VCT, along with the appointment of Sir Robin Miller, will enable us to accelerate this growth; building our team, developing our service and benefiting from Sir Robin’s invaluable industry knowledge and experience.”

**David Forster, IBIS Media VCT Director said:** “We are pleased with Getmemedia.com’s progress to date, which has been achieved in the context of an extremely challenging trading environment. The Company’s continued strong growth in users and usage demonstrates that Getmemedia.com is establishing its position in the marketplace and is increasingly being seen as a useful and valuable tool by advertisers, agencies and media buyers and media owners. We are happy to provide Pete Davis and his team with additional backing to help the Company to further develop its client offering and realize its growth potential.”

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Notes to editors:

**About Getmemedia.com ([www.getmemedia.com](http://www.getmemedia.com)) :**

Getmemedia.com is the UK's only search engine for marketing, media and sponsorship ideas.

**Who it's for:**

Getmemedia.com is designed to inspire marketers and agency planners with great ideas for their brands at the click of a button. There are currently over 1,000 great ideas and case studies from over 275 media owners, ranging from high profile companies such as ITV, Microsoft Advertising and IPC Media to innovative one-off ideas.

For media owners, Getmemedia.com offers a cost effective way to reach thousands of decision-makers quickly and effectively. There are over 7,000 individuals from over 500 top UK businesses registered to use the site, including Nestle, COI and Kimberley Clark, plus 8 of the top 10 global media agencies including Carat, Mediaedge:cia and Zenith. Their combined annual spend on advertising is estimated at £9 billion.

**How it works:**

Members search for ideas and case studies by campaign criteria (e.g. by objective, target audience, budget, location and more), which ensures they get results targeted to their needs. And, as the ideas on the site range from well-known media owners to many innovative one-off opportunities, Getmemedia.com offers an unbiased view with ideas ranked in order relevance rather than by company.

What's more, each listing guarantees visibility of an idea 24 hours a day, 7 days a week, 365 days a year. This means that it will be seen at the right time, when marketers and agencies are actively looking for inspiration for their campaigns.