

IBIS Media VCT 1 plc

14 July 2008

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New investment in Masher Technologies Ltd (“Masher”)

We are pleased to announce that IBIS Media VCT 1 plc (“IBIS”) has completed an investment in Masher (the “Company”) - its tenth investment to date.

This comprises an initial investment of £200,000 with a commitment to provide a further £175,000 in working capital. IBIS’s committed investment of £375,000 has been made as a minority share in a syndicate of investors.

Investment Rationale

The financing round has been provided to enable Masher to develop its operations in the rapidly evolving sub-sector of user generated content.

Neil Fenton, Chairman of Masher said: “We are all excited about the prospects for Masher and look forward to launching the product to the market in late 2008. We are delighted to have partnered with IBIS in this project.”

About IBIS Media VCT 1 plc (IBIS)

IBIS is a venture capital trust (VCT) that focuses on making investments at the smaller end of the UK media sector.

IBIS was launched in 2006 and has now completed 10 investments in 7 different media companies.

IBIS Capital Ltd

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