

## **PRESS RELEASE**

### **IBIS Media VCT 1 plc**

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

We are pleased to announce that IBIS Media VCT 1 plc (IBIS) has completed its second investment - a £350,000 investment in Get Me Media Ltd (Get Me Media).

#### **Company Description**

Get Me Media's core business is an online directory of marketing and media spend ideas. The business was founded in 2005 by Pete Davis, who previously handled a £45 million advertising budget for over 35 brands within Nestle. Get Me Media has already gained significant traction with media owners, advertisers, advertising agencies and media buyers.

The company's main activity is focused on [www.getmemedia.com](http://www.getmemedia.com), a portal website which helps marketers and agencies find the most relevant and up to date marketing opportunities for their brands, quickly and efficiently, at a time when rising media fragmentation is making it increasingly difficult to keep abreast of all relevant opportunities.

The company's proposition serves two needs –

- 1) For media owners, it gives them a shop window to promote their inventory of media opportunities to advertisers and their agencies, from whom the media owners hope to attract a share of marketing spend; and
- 2) For advertisers and their agencies, it gives them an easily navigable and searchable database of alternative media and ideas for their marketing campaigns.

Since launch, the company has grown rapidly and has established clear market leadership.

Over 100 Media owners have paid-for listings on the site including: Emap, Yahoo!, IPC, GCap, Boomerang Media and Viacom.

Advertising agencies and media buyers using the site include: Mindshare, Mediacom, Carat, Zenith Optimedia and Kinetic.

Advertisers using the site include: Nestle, Orange, British Airways, COI and Timex.

Get Me Media has also developed strong relationships and support from the majority of media industry trade associations including the Incorporated Society of British Advertisers (ISBA) and the Institute of Practitioners in Advertising (IPA).

## **Investment Rationale**

IBIS' investment in Get Me Media reflects its confidence that the company is well positioned to benefit from the increasingly fragmented structure of the media industry and the rising use of the internet as a tool for enhancing business efficiency and productivity. Getmemedia.com's principal source of revenue is recurring subscription income which we see as attractive. We have been impressed by the achievements of Pete Davis and his team to date and the quality of the relationships that they have established with key players in the media and marketing industries.

## **Additional Information**

IBIS' investment in Get Me Media represents the company's first significant external funding and is the culmination of an extensive negotiation and due diligence process. Following completion of the investment David Stephens of IBIS Capital has joined the Board of Get Me Media as a non-executive director.

## **Update on portfolio development and existing investment in Quintus**

We are continuing to see strong dealflow and are in advanced negotiations with regards to a number of further investment opportunities.

We are pleased with the performance to date of our first investment which was in Quintus, a company that is focused on building brands and events and the exploitation of intellectual property rights in the field of sport and entertainment. Since our investment in June 2006, trading has been positive, with the company achieving strong growth and record profits. The outlook for 2007 is promising and the Directors of IBIS are confident that Quintus will contribute positively to shareholder value. The investment is currently held at cost in line with IPEVC guidelines.

IBIS Capital Ltd

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This press release is issued by IBIS Capital Limited which is authorised by the Financial Services Authority in its conduct of investment business (FSA number 228880) and whose registered office is at 22 Soho Square London W1D 4NS. This press release may constitute a financial promotion in relation to the Prospectus published by IBIS Media VCT 1 Plc ("the Company") on 27 October 2006. It does not and is not intended to provide the recipient with all of the information which a potential investor might require regarding the assets, liabilities and prospects of the Company in order to make an informed assessment as to the merits of an investment pursuant to the Offer. The information contained in the Prospectus represents the only basis on which investors may apply to subscribe under the Offer.