

APACE MEDIA PLC (APA)

Significant Hiring

Apace Media Steve Carsey, currently Director of Programmes at Endemol subsidiary Initial

(London, 1st August, 2006) Apace Media plc, a leading content and broadcasting company, announces the appointment of Steve Carsey as Deputy Chief Executive and Creative Director of Steadfast Television, the company's key content creation subsidiary. Steve, the former Director of Programmes at Endemol subsidiary Initial will report to Steadfast Chief Executive Charles Thompson, heading up a new IP and Content Creation Division working across the entire group.

In addition, Simon Potter, previously MD of Steadfast's UK production arm, becomes Chief Executive of the production division and is charged with setting up two new production units in the West of England and Eastern Europe. Potter, who was previously Managing Director of Steadfast's UK production arm, will report to Charles Thompson.

The two appointments are a result of Steadfast Television's success at securing UK and international factual commissions and the strategic decision to accelerate production by volume, by territory and expanding into other genres, in particular entertainment.

Charles Thompson, CEO of Steadfast says: "Very few television executives have Steve's breadth of experience, from management of the creative and production process across a range of genres to the exploitation of international television brands. Steve's reputation for creating hit international television concepts and formats goes before him. Just as importantly his ability to spot the potential of other people's ideas is second to none. We are delighted that he has agreed to join the Steadfast team in such a pivotal role."

Steve Carsey, as Director of Programmes at Initial, successfully oversaw the rapid expansion of the division's output across all genres, including children's, popular factual, music entertainment, live events and entertainment. His credits include The Match (Sky One), Run For Glory (BBC One) and The National Lottery's Millionaire Manor (BBC One) as well as the advertiser funded productions Vodafone TBA (Channel 4) and Orange Playlist (ITV and VH1). Additionally, as part of Initial's senior management team, he helped to introduce a strategy of pursuing the sports entertainment genre, resulting most recently in the production of Soccer Aid (ITV1) and Only Fools on Horses (BBC One). Previously he had been Head of Entertainment at Mentorn where his credits included Robot Wars (BBC), Techno Games (BBC), Scratchy & Co. (ITV), Paradise Hotel (Fox) and Britain's Worst Driver (Five).

Steve Carsey said, "It is an exciting time to be working with such a progressive and ambitious group of companies. To be in a position where I am responsible for shaping the growth of a new content business, with such support and backing from individuals who share my view of the future, was just too good an opportunity to turn down."

Chris Rowlands, Deputy Chairman and COO of Apace Media, adds: "The modern television landscape demands 360 degree cross platform thinking - and modern creative leadership. Steve has clearly proven his ability to deliver as a programme maker and to help grow businesses in a significant, strategic and sustainable way. I am greatly looking forward to working with him to help shape the future of Steadfast - and in a wider sense the creative and strategic direction of Apace Media as a whole."

Simon Potter commented, " I'm delighted to be working alongside Steve Carsey as we expand the content generation and production businesses both here and overseas. My new role as Chief Executive of Steadfast Productions is an exciting prospect especially at this critical point in the company's development, and the chance to work with this new senior management team is a terrific opportunity."

About Steadfast Television

Steadfast Television was set up by Charles Thompson (former CEO of Mentorn) and Chris Rowlands (former CEO of HTV and Television Corporation) to develop factual entertainment programming in July 2005 focusing on three genres: popular factual, science and international formats. The Company became part of Apace Media plc in [October 2005].

About Apace Media plc

Apace Media plc is a fast-growing media group specialising in the creation and broadcast of intellectual property in the UK and internationally.

The Company's Content Creation companies are:

- § Steadfast Television – specialists in the production of high quality factual programming for UK and international broadcasters
- § Proactive – leaders in the creation and distribution of sports programming, working alongside sporting organisations and international sporting events
- § Apace Music – music compilation specialists producing DVDs for the UK and international market
- § Apace Branded Content – specialists in Advertiser Funded Programming bringing together global brands and broadcasters.

The Company's Eastern European broadcasting assets are:

- § Diema Vision – three Bulgarian cable television channels dedicated to news, movies and sport, TV movies and a fourth pay per view/pay TV channel offering top films and sports coverage.
- § MM Televizia – an integrated Bulgarian media group combining a record label, MM Records, a television production business and two music television channels, MMTV and M2 distributed via satellite and television.

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