



APACE MEDIA PLC APPOINTS MEDIA SECTOR SPECIALIST

CHRIS ROWLANDS CHIEF OPERATING OFFICER

(London, January 5th 2006) Apace Media plc announces that Chris Rowlands, currently non-executive Deputy Chairman is to become the company's Chief Operating Officer. Chris will remain as Deputy Chairman but will assume full operational management of the UK based business. The new role will allow the Chairman and Founder of Apace Media, Didier Stoessel, to focus on acquisitions, their profitable integration and further international development.

As a result of the new appointment the head of each current UK businesses will now report to Chris. This will also apply to the finance and investor relations activities. The move will allow the group to maximise the synergies that exist between the UK media businesses and position itself for further growth in the UK and overseas.

Making the announcement Chairman Didier Stoessel said,

“Chris Rowlands is a highly experienced media executive with a track record second-to-none in successfully developing IP businesses. I am confident that he will have an enormous impact on the Company's development, playing a critical role in achieving our strategic ambitions.”

About Chris Rowlands

Chris Rowlands is a former CEO of HTV, the ITV franchise holder, and of The Television Corporation PLC. He trained as a Chartered Accountant with KPMG and, amongst many projects, was responsible for KPMG's involvement in the first flotation of BAe. He spent eight years as part of the team which rescued ASDA from insolvency, being personally responsible for many aspects, introducing ASDA's first corporate plan and new store-appraisal system, for disentangling and selling the dairies, selling MFI and restructuring ASDA's construction and property divisions.

Chris was then head-hunted to join HTV Group PLC, initially as Finance Director and then as CEO from 1993. He led the team which returned the company to profitability, transforming its culture and establishing a well-respected, profitable company with new Intellectual Property-related income streams (e.g. from the production and distribution of global drama, natural history and children's television programming). As a result, HTV's share price increased forty times during his tenure.

After HTV was taken over by United, Chris joined The Television Corporation plc ("TVC") as CEO until September 2001. During his time at TVC, Chris introduced and implemented the first strategic plan to focus on higher value content creation rather than the low-margin facilities businesses; TVC's subsidiary, Sunset & Vine, gained the Channel 4 Cricket contract and advertiser sponsored programme production and distribution increased with the addition of Toyota as a brand sponsor to a stable which already housed Gillette. Chris also oversaw the successful purchase by TVC of the renowned independent producer, Mentorn ("Car Wars", "Paradise Hotel", "Robot Wars"). Since Chris left TVC in September 2001, he has held a number of non-executive directorships, of which one (Deutsche Equity Income Trust plc) continues, and has acted as a consultant on many projects. Chris was also a non-executive director of iTouch Plc, the mobile phone content company. During his tenure there (December 2002 to June 2005), iTouch Plc was transformed from a loss-making technology company to a fast-growing, profitable, global mobile phone content business. It was recently sold for £180 million in cash, representing a 250% increase.

About Apace Media plc

Apace Media plc was founded in 2002 and admitted to AIM in April this year. The business specialises in:

- the creation, distribution + exploitation of intellectual property in television and recorded music;
- the development and distribution of advertiser funded programming.

In November, Apace announced a successful £7 million fundraising and the acquisition of Diema, the leading Bulgarian satellite and cable broadcaster. Funds from the fundraising will also be used to develop Steadfast programming. In addition to Steadfast Television and the Bulgarian

broadcasting assets, the Apace group of companies include, Apace Sports, SET (Sports & Entertainment Television), Apace Music and Proactive Television.

Ends

For further information please contact:

Simon Forrest – 07885 317746