

### Apace Media Expands Eastern European Broadcasting Activities

(London 1st November, 2006) Apace Media plc (APA.L), the Eastern European broadcasting and content production company, announces the acquisition of a 66 per cent. interest in TV Era, a Macedonian terrestrial television channel. TV Era, which is the leading Albanian language channel in Macedonia, is privately owned and broadcasts mainly in and around the capital Skopje. The terms of the deal were not disclosed.

Apace Media now controls and distributes eight channels in Eastern Europe - seven cable and satellite channels in Bulgaria and now TV Era in neighbouring Macedonia.

Commenting on the acquisition, Chairman and Chief Executive of Apace Media, Didier Stoessel, said:

“The acquisition is in line with our strategy to become a leading media player in the Balkans. Macedonia is an EU accession country and its advertising and media market has a very high growth potential which we will exploit through improving production, enhancing coverage including exploitation of our existing Eastern European sporting and other broadcast rights, distribution and growing client relationships with advertisers and advertising agencies.”

Founded in 1994, TV Era’s broadcast schedule includes local news, sports and current affairs, arts, education, entertainment and children’s programming. 50 per cent. of the channel's output is produced in-house. Era TV has a license for terrestrial distribution for the Skopje region through partner contracts with other regional television channels and its output is also broadcast in all major regions of Macedonia where there is a concentration of the Albanian speaking population. The television channel has seen strong revenue growth in recent years, enjoying an average 30 per cent. growth per annum in revenues over the last three years.

#### The Republic of Macedonia

Macedonia gained its independence from Yugoslavia through a peaceful referendum in 1991. Since its independence a privatisation program has been implemented and large economic sectors today are already owned by foreign and local investors. In the telecommunications sector, the incumbent operator and one of the two mobile operators are owned by Deutsche Telecom (through MATAV – its Hungarian subsidiary) and the other mobile operator is controlled by COSMOTE - the leading Greek mobile company. In the media sector, the German WAZ group dominates the print media. Four out of the five national terrestrial channels are also privately owned.

Macedonia is bordered by Bulgaria, Greece, Serbia and Albania. The country has a population of two million of which about 66 per cent. are ethnic Macedonian of Orthodox religion and about 30 per cent. (i.e. about 600,000 people) are Albanian speaking population of Muslim religion.

Following a difficult transition period after its independence, in recent years Macedonia has seen a considerable growth in inward investment and its GDP has enjoyed a steady growth of 3 to 4 per cent. (3.7 per cent. in 2005) per annum. Following the major reforms that took place in the country, Macedonia gained an EU membership candidate status in December 2005 and together with Croatia is expected to be prepared for full membership in 2010.

About Apace Media plc

Apace Media plc is a company specialising in content creation and Eastern European broadcasting. The content creation activities include the production of popular factual entertainment, science, sports content and the production of music CD's. Its Eastern European broadcasting and other media activities include the ownership of eight cable channels, cinema and home entertainment distribution and music production in Bulgaria.

For further information please contact:

Simon Forrest  
+44 (0) 7885317746