



PRESS RELEASE

Premier Board Strengthened by New Appointment

14 November 2007

(For immediate release)

Premier today announces the appointment of Anthony Buxton as joint Managing Director together with Nick Findlay.

Anthony Buxton, an accountant by training, has a proven entrepreneurial track record. In 2005 he founded SRC (www.src.co.uk), the UK's longest established provider of professional document creation solutions, taking the company through several institutional and private rounds of funding, before successfully selling a substantial part of the business to a competitor. Anthony remains a non-executive director of SRC.

Anthony has also worked in the Brewing & Drinks industry (6 years at Guinness Brewing & Diageo plc); and high technology industries (12 years at SRC, Fluency Voice Technologies and NewVoiceMedia).

Commenting on the appointment, Nick said "I am delighted that Anthony is taking on the role. In his role as Group Finance Director of Premier Business Audio we have worked closely together, sharing the same vision and enthusiasm for the business. We are looking forward to building the Premier brand and expanding the company".

Anthony will be primarily responsible for the financial and operational aspects of the business.

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Founded in 1996, Premier is a marketing agency with a difference. It comprises three divisions, Premier Business Audio, Premier Fragrancing and Premier Websites, to provide a holistic multisensory suite of marketing products. The company provides solutions for over 3,000 customers in UK and Europe, ranging from simple cost effective solutions for SMEs to international rollouts for some of the world's leading global brands.

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Premier is the trading name of Premier Business Audio Ltd, Registered in England Number 6329855.
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