



PRESS RELEASE

Premier Sales Team Expanded

31 January 2008

(For immediate release)

Premier today announces the recruitment of three new members of the sales team.

“We are delighted that Mark Norman, Tracey Pilgrim and Stuart Hollis have joined the company at this exciting time of expansion”, said Nick Findlay, Joint Managing Director of Premier, “They all have highly relevant experience, and I am sure will become great assets to the business.”

Premier provides marketing services for over 3,000 customers, ranging from thousands of SMEs, as well as many of the world’s leading global brands including the AA, Apple, B&Q, British Gas, Eurostar, Hilton, Lloyds TSB, National Express, Nikon, Prudential, Sainsbury’s and Tui. The company provides content managed websites, fragrancing services and audio marketing services under the Premier Websites, Premier Fragrancing and Premier Business Audio trading names.

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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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