

PRESS RELEASE

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For Immediate Release

Premier Business Audio Acquires Bell Systems

Premier Business Audio today announces the acquisition of the customer contracts and assets of Bell System Services (London) Ltd (as renamed Dartford Multimedia Ltd) – In Administration, for an undisclosed consideration.

Premier Business Audio Ltd has acquired:

- **All customer contracts**, including contracts relating to audio marketing, website, website audio, telephone systems and all other customer contracts, but excluding any contracts related to screens.
- **All tangible assets** of Bell, including hardware rented to customers, including all telephone systems and digital announcers, but excluding any screens
- **All intellectual property** of Bell including all website URLs, telephone numbers, copyright in the logo, audio marketing scripts, and audio recordings both currently in use by, or historically provided to Bell customers.

Anthony Buxton, Joint MD of Premier says, “We’re delighted to be able to offer former Bell customers the same level of expertise in audio marketing as our current customers. Audio marketing is a cost effective medium through which to communicate with telephone callers whilst ‘in-queue’ or ‘on-hold’ and increasingly with website visitors by adding sound to websites. We have many case studies to prove the return on investment – which is why our business is booming despite the economic climate.”

If you have any queries relating to any of the above assets please refer to the information on www.bellsystems.co.uk where contact telephone numbers for Premier Business Audio are provided.

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 6,000 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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