

Press Release

Ten Alps plc

(“Ten Alps”)

Launch of Ten Alps Ireland

Ten Alps, the factual media company, has launched a new business, Ten Alps Ireland. The new unit, based in Dublin, already has TV programmes in production for the Irish national broadcaster RTE, and aims to replicate the broader mix of Ten Alps’ online and publishing operations in Ireland.

Ten Alps Ireland will be headed by Mark Gorton, until recently head of Multi Media Arts Ireland Ltd.

Ten Alps aims to build its TV production business in Ireland and add other media services as provided by its 650 staff to 61,000 clients in the UK - including online, print and events. The intention is to broaden the geographic scope of its online video channels and create online video advertising production businesses for the public and private sectors in Ireland.

Alex Connock, CEO of Ten Alps said:

“Ireland is a media market we’ve been considering since we founded Ten Alps, and this struck us as the right time to go for it. We are starting small, but we hope to build a decent-sized business there over the next couple of years.”

Ten Alps’s existing TV production operations incorporate award-winning factual production companies Blakeway & Brook Lapping, which between them have a slate of commissions for BBC, Channel 4, Discovery & BSkyB.

Ten Alps, co-founded by Bob Geldof, recently announced further UK regional expansion through one of its TV companies, Blakeway, which now has offices in London, Manchester and Derby.

Note: Ten Alps Ireland is a division of Ten Alps PLC and is registered in Ireland as Ten Alps Media Limited.

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