



15 February 2010

Ten Alps Plc

### Senior Director Incentive Arrangements

Multimedia factual producer Ten Alps Plc ('Ten Alps' or the 'Company') announces that it has today implemented a new senior director incentive plan linked to the market capitalisation of the company in the event of a sale of the Company or portion thereof.

Under the terms of the plan, a participant can enter into a financial instrument, linked to the market capitalisation of the Company and in the event that this increases above £25 million at the time of such a sale, the instrument will pay the participants a sum based on the increase in value and capped at a maximum market capitalisation of £70 million.

The scheme is open to the senior directors of the Company and is valid for 7 years.

For further information:

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