

FINAL RNS REACH

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Ten Alps Plc

('Ten Alps' or 'the Company')

Bob Geldof launches Peace Channel TV

Bob Geldof, founder and non-executive director of factual media company Ten Alps Plc, today launches the Peace Channel (www.peacechannel.tv) - bringing online video and user-generated content to global conflict resolution.

Covering the world's wars and potential flashpoints, the online TV channel is switched on today at midday at the Point of Peace Summit in Stavanger, Norway - where Nobel Peace Laureates and experts are gathered to discuss conflict resolution.

The channel was set up by the Peace Channel Foundation and Ten Alps. It has online videos devoted to specific flashpoints, a picture gallery and debate forums.

Videos on the launch site include:

- A powerful report by the Peace Channel team from Kenya on how last year's upsurge in violence was resolved. It includes an interview with Kenyan Prime Minister Raila Odinga, who tells the Peace Channel that compromise was needed to prevent the break up of Kenya.

He says: "If we had not accepted a compromise and created a grand coalition government we ... could have ended up in a "Balkanisation" of Kenya."

- A Peace Channel interview with East Timor's President Jose Ramos-Horta, who discusses the options for an international tribunal for the country.

The content production team includes international TV documentary production company Brook Lapping, a Ten Alps subsidiary.

Prior to the launch, Alex Connock, CEO of Ten Alps, said:

“This is precisely the kind of project that Ten Alps is proud to work on. It has global reach, strong journalistic purpose, and online TV penetration – which is fast taking on the same kind of political power that CBS News had in the Vietnam War.”

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Notes on the Peace Channel

- The channel launch date was announced by Bob Geldof in December 2007 at the Eighth World Summit of the Nobel Peace Laureates in Rome.
- The Peace Channel is supported by the Kids Rights Foundation, the World Trades Centres' Association and the Norwegian government.
- The Peace Channel Foundation (formerly Point of Peace) is an independent media and human rights organisation based in Stavanger Norway, which creates forums for dialogue and communication for experts, opinion formers and Nobel Laureates.
- The channel's mission statement is:

The Peace Channel shall be a global arena for anyone who wants to share and access knowledge and information about ongoing conflicts and the work for peace. It will provide insight into both the reasons for conflicts and their possible solutions.

- The videos are in three categories:

- Impartial videos produced by the Peace Channel editorial team.
- Videos from peace and other organisations
- UGC videos sent in by people from around the world.

Notes on Ten Alps

Ten Alps Plc is a factual media company – on TV, online and in print.

As a multi-platform producer, it engages with audiences and customers across all media outlets.

Ten Alps has market-leading positions in all its three key areas of output:

- On TV it produces for *Dispatches*, *Panorama* and other key factual programmes for Channel 4, the BBC and international broadcasters. One of its companies is preferred supplier for a major five-year government contract to operate the *Teachers TV* channel.
- Online it produces *Kent TV*, the first fully local authority-funded broadband TV service in the UK, alongside B2B websites and online TV projects, such as *Vets TV*. It also produces online TV advertising.
- In Print it is one of the UK's largest contract and specialist publishers, with a growing portfolio of 740 titles across specialist media sectors including finance, environment, public sector and international trade.

Ten Alps was founded in 1999 by Alex Connock and Bob Geldof.

It has over 550 staff with main offices in London and Manchester, and smaller offices in Edinburgh and Gateshead.

Ten Alps has had seven consecutive years of growth since listing on AiM in 2001, with turnover rising from £2m to £81.4m in the financial year to March 31 2008.

During that period, nineteen acquisitions have been made: in factual TV (including leading producers Brook Lapping, Blakeway and Films of Record), online (video advertising producer MMA, CSR specialists DBDA) and in print (McMillan Scott, Mongoose, Atalink, Camerons, Sovereign –which now have substantial online portfolios.) One equity funding has been made since 2001.