



Press Release

11 August 2008

Interactive Prospect Targeting Holdings Plc

(“IPT” or “the Company”)

Trading Update

Interactive Prospect Targeting Holdings Plc (AIM:IPH) today announces a trading update. As a result of the Company’s ongoing strategic review, overseen by the newly appointed Executive Chairman Nicholas Ward, the Board believes that the UK operations are performing significantly below management’s budgets. IPT’s French operations are performing in line with management’s budgets.

As part of this review the Board is exploring all options for its UK business, which include the possible sale of some of its divisions. The Company is also currently in discussions with its bank regarding its funding requirements. IPT will give a full update in the Interim Results statement due in September 2008.

-Ends-

For further information:

IPT Holdings plc

Nicholas Ward, Executive Chairman

Tel: +44 (0) 20 7932 4912

Canaccord Adams

Eli Colby, Corporate Finance

Tel: +44 (0) 20 7050 6770

eli.colby@canaccordadams.com

www.canaccordadams.com

Media enquiries:

Abchurch

Charlie Jack/Jack Ballantyne

jack.ballantyne@abchurch-group.com

Tel: +44 (0) 20 7398 7700

www.abchurch-group.com