

**Interactive Prospect Targeting Holdings Plc**

(“IPT” or “the Company” or “the Group”)

**Termination of talks**

On 22 August 2007, the Group announced that it had received an approach which may or may not have lead to an offer being made for the Company. Since that time the Company has entered discussions with various interested parties. These discussions have now terminated and the Company is no longer engaged in any discussions regarding a potential offer for the Company.

As mentioned at the announcement of the Final Results on 15<sup>th</sup> April, in order to restore the profitability of the UK divisions, the Group is now undertaking a thorough review of these operations. This review includes a full assessment of their ongoing operational and financial targets. A number of measures have been and continue to be implemented and the Company will provide a full operational update in due course.

**-Ends-**

**For further information:**

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