

Interactive Prospect Targeting Holdings plc ("IPT")**Acquisition of Real World Customer Experience Limited ("RWCE")**

IPT (IPH.L), Europe's leading online direct marketing company, is pleased to announce it has agreed to acquire 78.68% of the issued share capital of Real World Customer Experience Limited.

IPT has agreed to pay an initial consideration of £790,000 in cash. In addition IPT has agreed to pay a deferred consideration of up to 4 times EBIT achieved by RWCE for the years ended 31 December 2007 and 2008. The maximum deferred consideration of payable under this agreement is capped at £6.0m. This deferred consideration, payable to the management vendors will be satisfied by a combination of cash and shares (50:50), with the shares to be issued at the closing mid-market price as quoted on the London Stock Exchange on the Business Day on which the deferred consideration is agreed. The deferred consideration payable to the non-management vendors will be satisfied in cash.

Real World Customer Experience Limited is a leader in online market research, incorporating the brands of Tpoll Market Intelligence Ltd, Tpoll Direct and the Stimulating World. Tpoll Market Intelligence has been delivering online quantitative research since 1999, working with P&G, Warner Bros, Time, Airmiles, The Post Office and other blue chip clients. It is a specialist in delivering via customer panel's real time insights. Following the shift in the market place from the traditional research model, The Company formed an online fieldwork brand, Tpoll Direct, in January 2006. After strong growth in this area, RWCE are investing further in the coming year. The Stimulating World Research Company Ltd delivers qualitative research specialising in Media, FMCG, Government and International markets. More recently Stimulating World has been a pioneer of new deliberative and collaborative methods of gaining insight into consumer attitudes.

The acquisition is the first by IPT in the on-line research community. RWCE turnover for the year ended 31 December 2006 was £1,281,000 with an EBIT of £ (80,000). RWCE was profitable in the second half of 2006 and is expected to be earnings enhancing in the first full year of ownership.

Commenting Lionel Thain, CEO, IPT said: "This acquisition will allow IPT to further enhance its range of services available to its clients by bringing together the consumer databases of IPT and the market research capabilities of RWCE. The world of online market research is expanding rapidly and IPT now has the resources and skills to be a major contributor in this market."

IPT, founded in 1999, has over 750 blue chip clients, with over 11 million registered users. Its clients include Cahoot; FilmFour; B&Q; Britannia; American Express; Guinness; Ocado; BMI; Kodak; Citroen; Dell; Yell.com; Littlewoods; Nestle; The Open University; Tesco; Tiscali; Sky; Dixons; Cadbury; Jaguar; Virgin Wines; Abbey; AA; The Co-operative Bank; Scottish Power; Sainsbury's; The Famous Grouse; RAC; Alliance & Leicester; Panasonic; British Gas; lastminute.com; Lloyds TSB; Norwich Union. IPT also managed client databases for Dial-a-Phone, the RAC, Lloyds TSB, Kuoni Travel, Ebookers, Universal Group and BCA.

Real World Customer Experience Limited was formed in 2006 combining Tpoll Market Intelligence Ltd, Tpoll Direct Ltd and The Stimulating World Research Company Ltd. The Company provides insightful research to a client list including Nielsen Research Group, SPA Research, Warner Bros, The Post Office, P&G, Airmiles, Mediacom and Sainsbury plc.

ENDS –

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