

Cheerful Scout Plc / Index: AIM / Epic: CLS / Sector: Media

**Cheerful Scout Plc ('Cheerful' or 'the Company')**

**Transaction in Own Shares, Directors Holdings and Holdings in Company**

Cheerful Scout Plc, the AIM-traded multi-media specialist, announces that on 14 July 2009 it purchased 500,000 of its own ordinary shares at 5p per share for cancellation.

The Company was also informed that Equity Investors Ltd no longer has a notifiable interest in the ordinary share capital of Cheerful.

As a result of the above transaction Peter Litten, Director of Cheerful, has an interest in 4,400,000 ordinary shares now representing 55.5 per cent. of the issued share capital of the Company. Reverse Take-Over Investments Plc, a company which Richard Owen, Non-executive Director of Cheerful, has an interest in 800,000 ordinary shares now representing 10.08 per cent. of the issued share capital of the Company.

As a result of the above purchase, the number of ordinary shares in issue is 7,937,500. This figure may be used by shareholders as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in, Cheerful under the FSA's Disclosure and Transparency Rules.

**\*\* ENDS \*\***

For further information visit [www.cheerfulscout.com](http://www.cheerfulscout.com) or contact:

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