

22 August 2006

**Cheerful Scout Plc ('the Company' or "Cheerful Scout")
New Contract Wins**

Cheerful Scout Plc, the AIM-traded corporate creative consultants, is pleased to announce further new contracts wins across a spectrum of sectors since its previous update in May 2006.

- Cheerful Scout continues its successful new relationship with the Directorate of Optometric Continuing Education & Training ('DOCET') and was awarded the contract to create its new branding.
- The Company has won a contract to create the branding with the Health, Work and Wellbeing Strategy department, a new Government initiative.
- Cheerful Scout won the contract with a major FTSE 100 retailer to help devise and deliver new technology and content for their website and associated delivery channels. The Company has created an interactive introduction to the site using motion capture to create the animated characters.
- The Company's events division continues its strong relationship with law firm Allen & Overy and has completed major events in Spain and England.
- The Company's DVD division recently completed the mastering and authoring of Fremantle's Prehistoric Park as well as many major titles for 2 Entertain.
- The Company's new presentation software, n-Vision Presenter, continues to build its reputation and is being used at various major events and awards presentations.
- Cheerful Scout's new strategy software is being further developed and will be tested in the Business Intelligence market later in the year. This market, which looks at gathering, providing access to, and analysing data for the purpose of helping users make better business decisions, is growing at a rapid pace; in 2003 it was estimated to be worth around \$4 billion compared to a projected \$7.8 billion in 2006 and \$13 billion in 2010.

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Note to Editors

Cheerful Scout is a multidisciplinary creative consultancy that specialises in devising and delivering corporate communication solutions.

Its approach is unique, blending creativity and experience with an unparalleled degree of technological know-how. This is what sets it apart from other production houses - ensuring its work is original, impressive and cutting-edge.

Cheerful Scout was one of the first companies in Britain to invest in DVD authoring technology and has created more than 500 titles for the retail and corporate markets. Its highly experienced DVD team comprises of graphic designers, authors and project managers.