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cheerful scout plc ('cheerful' or 'the Company')
Wins Three Awards at the 2011 Cannes Corporate Media & TV Awards

cheerful scout plc, the AIM-traded multi-media specialist, is pleased to announce that it has won three awards at the esteemed 2011 Cannes Corporate Media and TV Awards, highlighting the Company's highly creative team and innovative work. These were collected for "Best Use of Graphics & Special Effects" and "Best Internal Communication Film", whilst Deputy Chairman and Creative Director Peter Litten collected the award for "Best Director". Litten was commended for his creative vision and technical expertise.

The Cannes Corporate Media & TV Awards is an international judging event for corporate films and TV documentaries. Over 400 entries, received from over 27 countries, were judged by an international jury of corporate and mass media specialists, film experts, and professionals on marketing and communication. cheerful scout won awards for its production of two films created for financial clients. The films demonstrate the Company's ability to creatively transform a client's strategy into an effective and visually impressive message.

cheerful Chairman Mike Hale said, "Winning three prestigious accolades at the Cannes Corporate Awards is a great achievement for cheerful that marks the Company's ability to stand apart from its peers. I am delighted that the creative efforts of our highly talented team have been recognised and celebrated on an international platform where cheerful faced strong competition from 400 of the world's very best creative companies. We look forward to continuing to create award-winning films that demonstrate our dynamic work approach."

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