

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

Grant of Options

Cheerful Scout Plc, the AIM-traded multi-media specialist, announces that on 21 July 2010 the Board granted a total of 1,200,000 share options to a number of employees at Cheerful. The options were granted at a price of 8.75 pence each. The options vest after 3 years and can be exercised in the period commencing on the third anniversary of the date of grant through until the tenth anniversary of the date of grant.

**** ENDS ****

For further information visit www.cheerfulscout.com or contact:

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