

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

Holdings in Company

Cheerful Scout Plc, the AIM-traded multi-media specialist, was notified on 3 October 2011 that Mr Brian Smith, who hold shares through TD Waterhouse Nominees Europe Limited, has an interest in 300,000 ordinary shares in the Company representing approximately 3.8% of the total issued share capital.

**** ENDS ****

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

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