

cheerful scout plc / Index: AIM / Epic: CLS / Sector: Media

17 August 2011

**cheerful scout plc ('cheerful' or 'the Company')**  
**Director/PDMR Shareholding**

cheerful scout plc, the AIM-traded multi-media specialist focussed on delivering innovative corporate communications solutions, announces that Gailforce Marketing and PR Pty Limited, acting as trustee for The Hale Agency Superannuation Fund, has acquired 1,650,000 ordinary shares in cheerful at a price of 10p each, representing a 20% premium over yesterday's closing share price. These shares have been acquired in part from cheerful CEO, Peter Litten, and Westside Acquisitions plc (through its wholly owned subsidiary Reverse Takeover Investments Plc).

The Hale Agency Superannuation Fund now has an interest in 1,650,000 ordinary shares in cheerful, representing 21.05% of the issued share capital of the Company. Michael Hale has an interest in The Hale Agency Superannuation Fund.

Following the share trades, various board members and associates of cheerful have an interest in the share capital of the Company as follows:

<b>Director/Associate</b>	<b>Shares held prior to dealing</b>	<b>%</b>	<b>Shares held post dealing</b>	<b>%</b>
Peter Litten	4,400,000	56.14	3,362,500	42.9
Westside Acquisitions plc (through its wholly owned subsidiary Reverse Takeover Investments Plc)	800,000	10.21	300,000	3.8

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

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

Gary Fitzpatrick	cheerful scout plc	Tel: 020 7291 0444
Mark Percy/Catherine Leftley	Seymour Pierce	Tel: 020 7107 8030
Elisabeth Cowell	St Brides Media & Finance Ltd	Tel: 020 7236 1177