

6 September 2011

**cheerful scout plc ('cheerful' or 'the Company')**

**New Non-executive Chairman**

cheerful scout plc, the AIM-traded multi-media specialist focussed on delivering innovative corporate communications solutions, announces the appointment of Mr. Michael Hale as Non-executive Chairman with immediate effect. Mr. Hale has a 21.05% interest in cheerful held through The Hale Agency Superannuation Fund (see announcement dated 20 August 2011). His extensive marketing and advertising experience with blue-chip companies, both in the UK and Australia, will be highly beneficial to the Company's plans for growth and expansion.

Mr. Hale has spent most of his career in the marketing and advertising sectors. His roles have included Chairman and CEO of Young and Rubicam Australia, Chairman and CEO of FCB Australia and Board Director of Saatchi and Saatchi UK. He also established his own eponymous agency which he built into one of Australia's leading independent agencies and which he sold before relocating to London.

Mr. Hale said, "Having reviewed numerous companies in the UK communications area, I identified cheerful as the stand out business in its sector for a number of reasons. I believe it has significant potential for organic growth and expansion into related areas; it has a strong management team with an enviable record of delivering highly creative, results driven and award winning products, on time and on budget; it has a loyal and growing blue-chip client base; and it benefits from a healthy balance sheet with no debt and substantial cash in the bank. I am therefore delighted to be part of the team and a major shareholder."

cheerful CEO, Peter Litten, said "Over the last few years cheerful has grown into an established company with cutting edge products and an award winning team. I am looking forward to working closely with Michael and building on our success as we continue to deliver innovative and value-added corporate communication solutions for our clients as well as overall improved bottom line performance."

Michael Bernard Hale, 66, is or has been a director of the following companies during the previous five years:

Current Directorships:	eBet Ltd Gailforce Marketing & PR PTY Ltd MHGD PTY Ltd MBPH PTY Ltd (formerly The Hale Agency PTY Ltd) Old Gatsby PTY Ltd
Directorships held within the previous five	None

years:	
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Mr. Hale has an interest in 1,650,000 ordinary shares in the Company representing 21.05% of the issued share capital of the Company.

There are no other matters, which are required to be announced with regard to the appointments under paragraph (g) of Schedule 2 of the AIM Rules.

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

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

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