

14 January 2010

Cheerful Scout Plc ('Cheerful' or 'the Company')
New Corporate Events Division

Cheerful Scout Plc, the AIM-traded multi-media specialist, has created a new division specialising in events management and production following the acquisition of certain assets and the recruitment of key members of staff of Twentyfirst Century Communications Limited ('Twentyfirst Century Communications'), an events management company, from its administrator, Vantis Plc. The new division, Twentyfirst Brand Theatre, will complement Cheerful's current offering, which includes the provision of innovative corporate design and communications solutions through its existing OnScreen Communications and DVD divisions.

Twentyfirst Brand Theatre will focus on increasing brand performance and reiterating corporate strategies through events and people interaction, including conferences for both client customers and employees, awards ceremonies and exhibitions. It will also provide companies with other opportunities and mediums through which to maximise their corporate message. Five members of Twentyfirst Century Communications' team, including three former directors, have joined Cheerful with the purpose of maintaining relationships and increasing knowledge in the arena. Steve Quah will act as Head of Events whilst Jon Savage will oversee client services and Nigel Bennett will become Creative Director of Events.

The assets acquired by the Company for a nominal value include software, hardware, domain names and the registered trademark of 'Brand Theatre'. The new division will be operated through the Company's wholly owned subsidiary, nVision Technology Limited, and will be based at Cheerful's office in central London.

Cheerful Chairman Stuart Appleton said, "This is an exciting time for Cheerful as we look to increase our market share by offering a broader service to include corporate events, which we hope will ultimately enhance our future financial performance. I look forward to working alongside our new members of staff and gaining from their considerable experience in events organisation. We believe that this new team will also assist on the roster positions announced in our financial results in November, through which we are generating a number of new business opportunities."

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