

Interviews available on request. Please call Katrina Walker on 020 8543 6582/07809 028711

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HUGE ENTERTAINMENT APPOINTS CHARLES BURDICK AS NON-EXECUTIVE DIRECTOR – Former Telewest CEO brings wealth of experience to the Executive Board –

Charles Burdick has been appointed a non-executive director to the Board of HUGE Entertainment, www.hugeentertainment.co.uk, a digital entertainment company that specialises in building digital entertainment services and businesses around brands.

Burdick will support the international expansion of HUGE Entertainment's client base within the TMT sector. He will also provide investment advice to HUGE Entertainment as the business increasingly looks to partner with media companies to launch next generation digital entertainment businesses.

Burdick has an extensive background in telecommunications and media, with over 25 years experience in the industry. Until July 2005, he was Chief Executive Officer of HIT Entertainment plc, a publicly listed provider of pre-school children's entertainment. From 1996 to 2004, he worked for Telewest Communications serving as Chief Financial Officer and Chief Executive Officer. Burdick has also held senior finance roles with Time Warner, US WEST and MediaOne.

HUGE Entertainment is one of nine businesses that form part of the Engine Group, one of the UK's fastest growing integrated communications groups and the largest privately owned marketing services group in the UK.

Commenting on the appointment, Mark Bradford, co-founder and director of HUGE Entertainment, said: "I am delighted that Charles has agreed to join the board of HUGE Entertainment as our first non-executive director. Charles will provide us with invaluable counsel based on his wealth of experience in the TMT sector as we seek to grow the international reach of our business and launch new digital entertainment services and businesses in partnership with our clients."

Charles Burdick added: "In the fast changing world of how companies connect with their customers, HUGE Entertainment and the Engine Group have shown an innovative understanding of how to harness the power of digital entertainment, and I am thrilled to be part of HUGE Entertainment's next stage of growth."

In line with his non-executive role for HUGE Entertainment, Burdick currently holds a number of other non-executive board positions, including: CTC Media, Kaupthing Singer & Friedlander, Converse Technologies and QXL Ricardo plc.

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Notes to editors

About HUGE Entertainment:

HUGE Entertainment helps companies and brands find new and profitable ways of connecting with their audiences, using digital entertainment. The company specialises in building digital entertainment and services around brands.

The company delivers successful marketing projects for its clients, across a wide range of digital platforms – from mobile to TV video-on-demand.

HUGE Entertainment brokers bespoke relationships between partners, including producers, advertisers and content owners, to help clients grow their businesses and brands.

Established in October 2006, HUGE Entertainment is one of nine businesses that form part of the Engine Group.

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