

*Interviews, photography and customer case study available on request.
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HUGE ENTERTAINMENT PIONEERS NEW BUSINESS MODEL TO DEVELOP NEXT GENERATION DIGITAL ENTERTAINMENT SERVICES WITH LEADING MEDIA BRANDS
- Entertainment specialist creates value from digital disruption -

HUGE Entertainment, www.hugeentertainment.co.uk, a digital entertainment company that specialises in building digital entertainment services and businesses around brands, is pioneering a new business model. The 'joint venture' approach will enable organisations to tap into HUGE's expertise, and to create long-term partnerships from which both parties can extract revenue.

Today, media companies increasingly want to take advantage of emerging digital platforms and technology to extend the distribution networks for their content and services. HUGE has responded by launching a low-risk, revenue-generating business model, which focuses on using digital entertainment to reach and engage clients' target audiences across the fragmented media market place.

HUGE Entertainment's digital practitioners have significant 'hands on' experience in designing and launching cross-platform digital entertainment businesses, enabling the team to create unique and bespoke deals between content owners, producers, digital platforms and advertisers.

Mark Bradford, co-founder and executive director at HUGE Entertainment, commented: "Today's market is seeing constant 'digital disruptions' – that is, significant changes in consumer behaviour brought about by the mass adoption of digital devices. But rather than regarding this upsetting of the status quo as threatening, the HUGE approach creates value from it, therefore turning it into an opportunity.

"Many media businesses are keen to develop new revenue streams from emerging media and technology, but lack the skills and resource in-house to explore these opportunities. As a result, they are keen to venture with us to identify and pursue opportunities in this space and share in the revenues we generate."

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.

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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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