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## **Independent Media Distribution PLC**

### **AGM STATEMENT**

**“...we reasonably expect to exceed current market expectations”**

Independent Media Distribution PLC (“IMD”) distributes half of all the TV and Radio ads aired across the UK. Bookings for over 85% by value of all TV ads aired in the UK are also administered by the Group, through its proprietary ‘industry standard’ CARIA<sup>®</sup> data exchange system. IMD also distributes nearly all of the UK’s music videos to TV channels. IMD describes all these activities as “Media Logistics”.

IMD has operations in the UK, Republic of Ireland, Germany and France and today it holds its Annual General Meeting.

**David Haynes, IMD’s Chairman, will make the following statement:**

“I am delighted to report that as a result of winning new business since announcing our Preliminary results in March, we have performed much better than we had expected in making up the turnover lost from the reseller who decided to leave us in February”.

“I am also extremely pleased that included in the new business wins are several major former clients of the reseller whom we have won back into a direct relationship with us, including two top ten creative agencies. All our clients now deal directly with IMD and none do so via a third party”.

“Through a combination of UK new business, our continued strong growth in Germany and stringent cost control measures, profit for the four months to 30 April 2009 is materially ahead of our expectations, although, as anticipated, lower than for the same period last year”.

“As a result of trading well, our balance sheet has been further strengthened and we now have a positive cash balance and nil borrowings. Although IMD has no plans to borrow at present, we have taken this opportunity to renew our debt facilities to ensure financing is in place into 2011”.

“At this stage in the financial year it is still too early to extrapolate the full year picture with certainty, but if the recent pattern continues we reasonably expect to exceed current market expectations”.

**- ENDS -**

## **About IMD**

Founded in 1996 and working with all of the UK's top creative advertising and media agencies, post production houses and broadcasters, AIM listed IMD connects more components of the UK's advertising and media community than anyone else.

IMD's media solutions are operated through four businesses: **IMD TV** and **IMD Radio** deliver the majority of the ads aired across the UK; **IMD Optimad** administers over 85% by value of all UK TV bookings via its 'industry standard' **CARIA**<sup>®</sup> system; and **IMD Fastrax** distributes nearly all the music videos to UK TV channels.

IMD also operates **IMD TV** and **CARIA**<sup>®</sup> in the Republic of Ireland and **IMD TV** in Germany. **IMD TV** is on course to launch shortly in France.

IMD is at the forefront of a structural change that is taking place in the media distribution sector, as the market migrates to online digital distribution from traditional methods, such as tapes, couriers and faxes. This substitution of 'new for old' creates rapidly growing new markets for IMD.