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Contact: Simon Cox (Chief Executive)
David Haynes (Chairman)
Independent Media Distribution
Tel: 020 7468 6868
Corporate Website: www.imdplc.com

Alistair Mackinnon-Musson
Nicola Savage
Lorette Nettar – Trade Press Enquiries
Hudson Sandler
Tel: 020 7796 4133
Email: imd@hspr.com

Independent Media Distribution PLC

Board Appointment – New Finance Director

Independent Media Distribution PLC (“IMD”), the UK’s leading **digital** distributor of advertising commercials, music videos and data to TV & radio broadcasters, is pleased to announce the appointment of Mr Philip McDanell FCA as the Group’s new Finance Director, with immediate effect. Philip has strong financial skills and brings to IMD a wide range of experience from across the media industry.

Mr McDanell’s appointment follows the decision by Ian Stevenson (65) indicated last year, to resign from his position as Finance Director, although he will remain on the Board as a Non-Executive Director. The Board is grateful to Ian for agreeing to remain in position as FD until his successor had been found and it would also like to thank him for his contribution to IMD’s development over the past six years in that role.

Philip McDanell (55) a Chartered Accountant (FCA), has held MD, CFO or FD roles in a number of leading media organisations including Carlton Communications and Viacom. He was previously Group Managing Director of Chrysalis Group PLC and has held senior positions at MTV and Yahoo! Philip has over 25 years experience at Board level in the TV, film, music and radio industries and is involved in new business projects in the fields of TV and multi-platform concepts for IPTV and mobile TV.

As at the date of this announcement, Philip is interested in 35,000 Ordinary Shares in IMD.

Commenting Simon Cox, Chief Executive of IMD, said:

“We are delighted to welcome Philip to the Board of IMD. His many years of direct and relevant experience in the media industry is both deep and broad ranging, so we are extremely pleased he has chosen to join us, especially at such an important and exciting stage in our development - as the UK’s leader in our field. I am sure he will increase our financial and strategic capabilities in growing the business”.

About IMD

Founded in 1996 and working with 17 of the top 20 advertising agencies, AIM listed IMD is the UK's leading **digital** distributor of advertising commercials, music videos and data to TV & radio broadcasters. Distributing these 'packages' digitally is by far the most efficient method of doing so and it explains why the sector is rapidly migrating towards using electronic means and away from traditional methods (eg tapes, couriers and faxes).

IMD TV and **IMD Radio** specialise in distributing TV and radio commercials from brand owners, creative advertising agencies and post-production studios to TV & radio broadcasters. Although IMD began solely in radio (and it still distributes around nine times more radio commercials than its nearest rival), TV now represents the largest proportion of the Group's revenues. **IMD Fastrax** distributes pre-release music & music videos to broadcasters on behalf of the music industry. **IMD Optimad** operates the Industry Standard web-based administration service for TV advertising campaigns.

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