

15th March, 2004



VISUAL APPROVAL LOOKS TO ASCENDANT FOR STRATEGIC ADVICE

Manchester based Visual Approval (“VA”) has engaged Ascendant to provide strategic advice on a variety of issues relating to the rapid growth of its business. Visual Approval is a developer of collaborative design workflow solutions. Its software has been warmly received in the FMCG sector and amongst the design agencies who work in this area. Dunlop, P.Z. Cussons and Turtle Wax are amongst VA’s users.

Bob Coleman, Visual Approval’s CEO, “Ascendant’s guidance, based on extensive experience working with growth companies, has helped Visual Approval take critical decisions and negotiate vital commercial agreements at key times in the company’s development.”

For more information on Visual Approval see www.visualapproval.com.

ABOUT ASCENDANT LIMITED

Ascendant specialises in advisory services for growing technology, telecoms and media businesses. Its key staff have over 15 years of direct personal experience in leading the successful execution of fund raisings (seed through to IPO), M&A (both in the UK and internationally) as well as providing pivotal strategic advice to companies at the key stages of their development. Ascendant provides a wide range of services from fund raising strategy to professional non-executive services. For further details contact:

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