

7th February 2006

SKINKERSSM ASCENDANT SECURES £2M FOR SKINKERS

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Skinkers Limited ("Skinkers" or the "Company"), the rapidly growing push communications specialist, has today received £2 million investment from quoted venture capital investor, NewmediaSPARK ("SPARK"). The new capital represents the first institutional funding for the Company. Skinkers will use the new funds to promote its existing services (including branded RSS readers), finalise the development of its mobile offering and increase its international sales capabilities. Ascendant, the technology focussed corporate finance boutique, advised Skinkers on the fund raising.

Based in London, Skinkers is a developer of an innovative, push, desktop notification technology. Leading media and marketing companies as well as other large scale enterprises, such as BSkyB, Norwich Union, HBOS, the BBC, Cisco Systems, London Stock Exchange, the FT, CNN and Warner Bros, use Skinkers technology to deliver important messages to customers, staff and partners. These notifications can take the form of text, images, surveys, video and multimedia and are presented to the recipient's PC via branded windows, at scheduled times and in front of all other content. Full funded and with world leading technology, the Company is well placed to exploit the growing demand for push communications particularly in the areas RSS, security notifications, breaking news and online advertising.

Matteo Berlucci, CEO of Skinkers, commented "SPARK have impressed the Skinkers team with their knowledge of the sector and the resources they applied to assessing and completing the funding transaction efficiently and effectively. We are looking forward to working with SPARK to grow Skinkers and develop its leading position in the sector".

Jay Patel, a Director of SPARK who will join the Skinkers Board, said "Skinkers has a highly experienced management team and has created a market leading technology platform and product set that has proven its value to an impressive and growing blue chip client base. With the opportunities it now has with RSS and in the mobile space, Skinkers is poised for rapid expansion."

Stuart McKnight, Managing Director of Ascendant, added "A great many UK, European and US investors were interested in the Company, but SPARK immediately understood the opportunity and got to the finish line first. The additional capital will allow the business to fully exploit the opportunities it has and we expect great things over the next few years. It was a pleasure working with the team at Skinkers and we look forward to helping with them on more deals in the future".

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ABOUT ASCENDANT

Ascendant specialises in advisory services for growing technology, telecoms and media businesses. With a wealth of experienced staff, Ascendant provides a wide range of services including advice on fund raising, mergers, acquisitions, disposals, exit planning, MBOs and licensing. For further details contact:

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