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ASCENDANT ADVISES SCREEN PAGES SHAREHOLDERS ON SALE TO PINDAR GRAPHICS

Screen Pages, a leading provider of e-commerce and online marketing services to the mail order, catalogue and retail sectors, was acquired today by Pindar Graphics for an undisclosed sum. Ascendant, the technology and media focussed corporate finance boutique, advised the shareholders of Screen Pages on the sale.

Screen Pages, provides managed e-commerce services to over 60 clients in retail, mail order and catalogue sector. It designs, builds, hosts, operates and markets online retail websites. The company's clients include a wide range of well known brands including Smythson, Corgi, Thorntons, White Stuff, Carluccio's and Floris who are enjoying significant sales expansion via the internet. Screen Pages is an NMA Top 100 agency and an ECMOD award winner.

The transaction establishes Pindar Graphics as a leading supplier of e commerce solutions to mail order, catalogue and retail companies in the UK, strengthening its position as the world's number one provider of content management software for multi-channel publishing.

David Jesson, Group Marketing Director, Pindar Graphics, said: "This has been a customer driven acquisition because businesses now have to make their products as accessible as possible to consumers via retail stores, printed catalogues and the internet. We are delighted to have brought on board the expertise of Screen Pages. Its skills perfectly complement our existing services and enable us to offer a comprehensive service package to businesses".

Phil Hollingdale, Founder and Chairman of Screen Pages said: "I am keen to see Screen Pages build on its many successes in the last few years and with the support and experience of Pindar Graphics it will be able to help its clients further develop their on-line capability. Stuart McKnight at Ascendant was vital to the success of the deal – his knowledge and experience navigated us through the expected and unexpected challenges of the sale process. The shareholders of Screen Pages were very glad to have Ascendant as our adviser."

ABOUT ASCENDANT

Ascendant specialises in advisory services for growing technology, telecoms and media businesses. With a wealth of experienced staff, Ascendant provides a wide

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range of services including advice on fund raising, mergers, acquisitions, disposals, exit planning, MBOs and licensing. For further details contact:

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