

**For Immediate Release**

**Harvest Media Group Announces Multi-million Financing To Extend Leadership In UK And US Interactive Media Markets**

*Investment will lead to strengthened presence in North America*

**November 20th, 2006** – Harvest Media Group announced today that it has received \$8m in financing to extend its leadership position in the interactive media industry. Provided by FF&P Private Equity, the private equity division of Fleming Family & Partners, the funding will be used to expand Harvest's operations in the UK and North America. Harvest has already built a strong base of interactive applications since its launch in 2004 and is currently managing voting for *The X Factor* on ITV, a co-production between Fremantle and Syco. The funding has allowed the company to take full control of Telescope Inc, the leader in mobile services and Participation TV in North America, with the largest phone voting system in the world, Telescope handled over 550 million votes for the recent series of *American Idol*.

As the company responsible for introducing the US to Participation TV with hit shows such as *American Idol*, *So You Think You Can Dance*, *Rock Star* and *Hell's Kitchen*, Telescope will use Harvest's continued partnerships with leading UK production and media companies to enable broadcasters to fully exploit interactive opportunities in the US. It is generally acknowledged that the US premium mobile market lags its counterpart in the UK by several years and it is expected to experience strong growth now that cross-carrier short codes are available. The UK premium telephony industry has generated record revenues in excess of £1.6bn in the past 12 months.

"Participation TV has seen tremendous growth over recent years and this trend is expected to continue," said Edward Boddington, CEO of Harvest Media Group. "The Group has an outstanding team and this investment will enable both Harvest and Telescope to grow, particularly in mobile applications. Increasingly we are finding that UK media companies are looking to enter the US and export formats and business models which can be exploited interactively.

The fact that a group such as FF&P decided to underpin our growth in such a substantial way is a great compliment to Harvest and to the progress we have made thus far. It also demonstrates the high profile stage the Participation TV industry has reached."

"Harvest represents an attractive business proposition, since it allows media organisations to get closer to their customers, build a relationship with them and also generate substantial new revenue streams," says David Donnelly, CEO, FF&P Private Equity.

Telescope is currently working with Shine Matrix Limited on the launch of their new Participation TV application *My GamesFever* on Fox's My Network, providing the interactive infrastructure.

To learn more about Telescope visit [www.telescope.tv](http://www.telescope.tv). To find out more about Harvest's Participation TV offerings visit [www.hmg.tv](http://www.hmg.tv)

### **About Harvest Media Group**

Harvest Media Group was formed in 2004 to exploit the opportunities presented by the rapid convergence of telephony and media. The management team has a serial track record of successfully building and selling telecoms services companies over the past 10 years. The company provides innovative and best-in-breed interactive solutions to broadcasters who are typically faced with declining advertising revenues, increasing channel fragmentation and a more demanding viewer who wants to interact in a number of ways. See [www.hmg.tv](http://www.hmg.tv) for more details.

### **About Telescope Inc.**

Telescope provides toll-free, wireless and Internet-based interactivity solutions, including mass-scale television voting applications, SMS-based mobile marketing and content programs, and mobile game and application development for media and corporate clients. Telescope is headquartered in Los Angeles, California, with offices in New York and London. It has managed voting for all five series of American Idol, CBS's Rock Star and various other high profile interactive shows. See [www.telescope.tv](http://www.telescope.tv) for more details.

### **About FF&P Private Equity**

FF&P Private Equity provides its clients with the opportunity to invest in the equity of high growth unquoted companies whose objective is to generate attractive returns through the subsequent listing, or trade sale, of these companies. FF&P Private Equity has over £250 million of discretionary funds under management and invests typically, £5m to £25m of equity per transaction, although it will commit larger amounts in conjunction with a number of its blue-chip co-investors. It places particular emphasis on backing commercial managers with a track record in successful execution of business plans and enhancing shareholder value. For more details see [www.ffandp.com/private-equity](http://www.ffandp.com/private-equity).

### **Contacts:**

Edward Boddington  
CEO, Harvest Media Group  
+44 77 11 68 44 08  
[bod@hmg.tv](mailto:bod@hmg.tv)

Adriana Krause  
PR Manager, Telescope Inc  
+1 847 452 7472  
[Adriana.krause@telescope.tv](mailto:Adriana.krause@telescope.tv)