



**160 Great Portland Street  
London, W1W 5QA**  
**TEL - +44 (0) 20 7299 5000**  
**FAX - +44 (0) 20 7299 6000**  
[www.virginmediatv.co.uk](http://www.virginmediatv.co.uk)

Dear Edward

'Harvest Media managed our Most Haunted Live viewer competitions for the October '09 and January '10 series of the show and we are continuing with their services for next series at the end of March.

The HMG approach is innovative and they led us to a potential new revenue stream via the Living VIP Club ([www.livingvipclub.co.uk](http://www.livingvipclub.co.uk)). HMG has provided an impressive total project management service: sourcing relevant prizes, setting up and managing the competition from audio provision to contacting winners and providing detailed reports and analysis with constructive ideas to boost response levels and maximise revenues.

The HMG team are a pleasure to work with - Edward Boddington at the strategic planning level and Cathy Lincoln and Zoe Ramsden for professional service implementation and management.'

David Cuff, Commercial Director,

Virgin Media Television