



**SIR ROBIN MILLER AND SIMON RELPH C.B.E.
JOIN BOARD OF ARTS ALLIANCE MEDIA**

LONDON, 18 April, 2006 - The Board of Arts Alliance Media, Europe's leading provider of digital film distribution services, is pleased to announce the appointment of Sir Robin Miller and Simon Relph C.B.E. as non-executive directors of the company, with immediate effect.

Sir Robin Miller was Chief Executive (1985-98 and 2001-03) and Chairman (1998-2001) of Emap plc, one of the U.K's leading media groups with businesses including consumer and trade publishing, commercial radio and music TV channels and events. At Emap he participated in their entry into commercial radio with the acquisition of a stake in Kiss FM followed by the acquisition of Radio City, Transworld and Metro Radio. Since 2003, Robin has been senior media advisor to HgCapital, where he participates in the evaluation of media and music investments, and is currently Chairman of two of their recent investments, Boosey & Hawkes and Clarion Events. HgCapital is a leading investor in the European private equity market with funds under management of some £900 million. He has also been a non-executive director of Channel Four Television and has been non-executive Chairman of HMV Group.

Sir Robin Miller said, "I have always focused more on companies that have strength rather than just size. Arts Alliance Media is building a very strong digital proposition for the film industry and I'm looking forward to working with the team to help deliver on that promise."

Simon Relph C.B.E. joins the Arts Alliance Team with a wealth of experience in the film production arena. From 1985 - 1990, Simon was the founding Chief Executive of British Screen Finance Limited. In that role he co-financed 57 films. As an independent producer he has made 17 Films including *Ploughman's Lunch*, *Wetherby*, *Privates on Parade*, *Camilla*, *Damage*, *Blue Juice*, *The Slab Boys* and *The Land Girls*. He is currently developing the film of Sebastian Faulks best seller *Birdsong*. For the last two years he has been working on a scheme to set up a slate

of low budget features to be based outside London and particularly provide opportunity for emerging filmmakers.

Simon Relph has served as Chairman of the British Academy of Film & Television Arts (and is still a director of its commercial arm) , on the British Screen Advisory Council, the Executive Council of Pact, the Council of the Royal College of Art, and as a Governor of the British Film Institute. Currently Simon is Deputy Chairman of the Children's Film and Television Foundation, a Governor of the NFTS, and serves on the boards of South-West Screen and the Bristol Old Vic. In 2004, he was awarded a C.B.E. for services to the British Film Industry and he is also a Chevalier of the Ordre des Arts et des Lettres in France.

"Arts Alliance Media are at the cutting edge of the digital delivery of film to audiences in the cinema and at home," said Simon Relph. "Their innovative approach to that process will bring valuable benefits to distributors, exhibitors, filmmakers and ultimately the audience. I am thrilled to be part of that and look forward to working with Thomas, Howard and the team."

Commenting on the appointments, Thomas Höegh, Chairman of Arts Alliance Media, said, "We are delighted to welcome Robin and Simon to the board. Simon's significant accomplishments in the film industry coupled with Robin's vast media business experience will strengthen our executive team and contribute extremely valuable strategic perspective."

Howard Kiedaisch, Chief Executive Officer of Arts Alliance Media said, "This is great news for Arts Alliance Media. It is an exciting and pivotal time in the evolution of our company and the formidable combination of Robin and Simon will ensure we move in the right direction and build a solid and forward-thinking business."

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Notes to Editors:

The existing Arts Alliance Media Board comprises:

Thomas Höegh: Chairman and Founder

Howard Kiedaisch: Chief Executive Officer

Mark Livingstone: President

Nish Bhutani: Chief Operating Officer & Head of Marketing Services

Martine Vice Holter: Managing Director, Höegh Capital Partners Advisors Ltd

About Arts Alliance Media:

Arts Alliance Media (AAM) is Europe's leading provider of digital film distribution services, dedicated to building a European digital network to deliver film to the cinema, between industry players and to the home. For Digital Cinema AAM provides end-to-end creation of digital cinema networks as well as the ongoing servicing and distribution of content through those networks. With Video-on-Demand and Download-To-Own, AAM provides e-tailers, ISP's and media companies with turn key solutions for acquiring rights and distributing digital content. In February 2005, AAM won the bid to install the UK Film Council's Digital Screen Network (DSN), the world's first 2k digital cinema network and recently launched a trial network in Norway.