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# HMC INTERACTIVE POISED FOR TAKEOVER

## NEWS RELEASE

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### HMC INTERACTIVE SIGN AGREEMENT TO BE ACQUIRED BY TWOFOUR GROUP

<http://www.hmcinteractive.co.uk/press/>

AWARD-WINNING FIRM HMC INTERACTIVE, one of the region's most innovative high tech companies, have signed an agreement to be acquired by digital broadcast & communications company Twofour Group. Twofour Group will acquire shares in HMC Interactive for an undisclosed sum when the transaction completes at the end of this month.

The deal will allow HMC Interactive to retain its name and continue to run as an independent multimedia producer, but will provide economies of scale and a much larger pool of resources to draw upon. Other than a change of address, HMC anticipate no immediate change in working practices.

The acquisition is good news for HMC Interactive and its clients. The new financial & human resources that Twofour provide together with their exceptional production facilities will enable HMC to provide a broader range of services and expertise, while increasing their efforts in research and development of new products and technologies.

**"This is fantastic news for us and all our clients"** said HMC Interactive managing director Korash Sanjideh. **"This deal will help us expand our company and continue our past successes on a much larger scale"**.

HMC Interactive will continue to create engaging interactive multimedia for leisure, tourism, education and the arts, while using Twofour's resources to aid their expansion and recruit qualified and inspiring new members of staff.

Mark Hawkins, Twofour Group Managing Director, said **"I am delighted that the team at HMC are joining Twofour and that together we can work on delivering creative solutions in such an exciting and exploding experiential marketing and pervasive media market."**

## ABOUT HMC INTERACTIVE

HMC Interactive is an award-winning multimedia production company that produces engaging interactive multimedia - from dynamic attractions to interactive installations. We pride ourselves on bringing the extraordinary to life, with a friendly and imaginative approach. Our passion and enthusiasm has established HMC Interactive as an emerging force in the UK multimedia sector.

Formed three years ago by graduates from Plymouth University, HMC Interactive captivated the imagination of the digital industry by winning the Submerge award for innovation in 2004.

Since then the company has reached new highs and, last year, was one of only ten UK firms identified as "Best of British" by the government's UK Trade & Investment organisation (UKTI). Recently, HMC Interactive won three Media Innovation Awards including the overall prize for innovation.



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## **ABOUT TWOFOUR GROUP**

Twofour is the UK's fastest growing media group incorporating one of the largest independent TV production companies, Twofour Broadcast, and leading online communications, Twofour Communications, and design and WebTV technology companies, Twofour Digital. Founded in 1987 Twofour has grown to become a major player in the media landscape both in the UK and internationally, and now employees over 200 people between its London and Plymouth Offices.

Twofour Broadcast supplies factual entertainment and lifestyle programming to all the terrestrial channels - BBC, ITV, Channel 4, Five - as well as Sky, LIVING, Discovery and a variety of other digital and international channels. It has recently won the commission to produce the UK version of the hit US format *Are You Smarter Than A 10 Year Old?* presented by Noel Edmunds for Sky One. Among its productions are the award-winning series *Through Hell and High Water* (BBC), *Open Gardens* (BBC) and *The Hotel Inspector* (Five). The one-off documentary *Crip on a Trip* (Channel 4) has recently won a Royal Television Society Educational Television Award (2007).

Twofour Communications is an interactive agency whose clients include Volkswagen, Reuters, the DfES and the Army. It provides innovative communication solutions utilising broadband and mobile TV, corporate intranet TV and centrally managed networks of display screens. As part of Communications, Twofour Learning produces teaching and learning resources from early years to graduate, post-graduate and continuing professional education. Delivery platforms range from educational broadcast programmes to the latest mobile technology.

Twofour Digital is a specialist provider of webTV and webcasting solutions for broadcasters and businesses. Twofour Digital also provides both bespoke and off-the-shelf software, integration services, design, hosting, encoding, DRM (Digital Rights Management) and video on demand services as well as post production, design, animation and camera hire.

### RELEASE ENDS ###

### **Notes to editors**

Further information available at <http://www.hmcinteractive.co.uk/press/>

Contact HMC Interactive creative director Mike Cobb on 0845 20 11 462