



HMC Interactive LTD
6 - 7 St Cross St, London, EC1N 8UA
PHONE: +44 (0) 845 20 11 462 EMAIL: info@hmcinteractive.co.uk
FAX: +44 (0) 175 22 02 101 WEB: www.hmcinteractive.co.uk

TWOFOUR COMPLETE HMC ACQUISITION

NEWS RELEASE

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TWOFOUR COMPLETE ACQUISITION OF MULTIMEDIA FIRM HMC INTERACTIVE

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

HMC Interactive have completed a takeover by one of the UK's leading broadcast and technology companies - Twofour. The acquisition of the innovative multimedia software company has created a strong company expert in all forms of digital and broadcast media.

United under the umbrella of Twofour Group, HMC Interactive will continue to offer engaging interactive multimedia to new and existing clients, aided by the resources and expertise of its sister companies Twofour Digital, Twofour Broadcast and Twofour Communications. Immediate plans include expansion into a larger office space and employing more staff to handle a large middle-eastern museum project starting in January.

The move to custom built premises in Estover has allowed HMC Interactive to design a high tech showroom of cutting edge technology that will showcase digital creations to visiting clients. In collaboration with hardware company SyscoAV, the new space will house the latest in experiential interfaces and multi-user technology.

HMC Interactive will continue to work in its three core sectors of Leisure & Tourism, Education and Marketing. October sees the start of a high profile partnership between HMC Interactive and RIO - the pioneering creativity incubator for young people. HMC will be using their experiential marketing expertise to create an interactive table for the educational FutureLab exhibition, that will show alongside the latest offering by software giant Microsoft.

HMC Interactive's managing director Korash Sanjideh said "This partnership has taken the HMC team around the world meeting some of the most influential and respected professionals in our field. Everyone is excited about our future with Twofour in building one of Europe's exemplar interactive media companies. The resources and clients that we can work with will allow us to create software that will help market globally respected brands, provide creative solutions to schools across the UK and enthuse visitors of museums worldwide."

Twofour's managing director Mark Hawkins said "I am delighted by the way HMC have integrated into the group and are already drawing on the resources of the UK's fastest growing media group in order to deliver larger, international experiential marketing solutions."



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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.

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 250 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/publicity/>
Contact HMC Interactive Creative Director Mike Cobb on 0845 20 11 462
Contact TwoFour PR Manager Amanda Wood on 01752 727555