

DRAFT PRESS RELEASE RE APPOINTMENT OF JEREMY WHITAKER

[JW Photo]

Whitaker appointment to board of CCB fast.MAP, endorses recent successes

Jeremy Whitaker, architect of the UK's largest consumer data manufacturer, DLG, has joined David Cole and Paul Seabrook on the Board and as a shareholder of the on-line consumer market research specialist, CCB *fast.MAP*.

Whitaker joins as non-executive Chairman with a remit to develop shareholder value and a strategic roadmap for the rapidly growing CCB *fast.MAP*, which was recently appointed to run the DMA's high profile Financial Services Tracking Study and boasts Publicis, General Motors, Grey, and Euro Direct as retained clients.

Managing Director, David Cole said: "We are really excited to have secured Jeremy's involvement to help us develop the business even faster. CCB *fast.MAP* bridges the world of research, database marketing and direct marketing and Jeremy's strategic skills, contact network and leadership experience at the head of DLG and Brann will prove invaluable to us as our service and client range develops further."

Notes to editors:

Jeremy Whitaker

Jeremy Whitaker left DLG in January, after five years at the helm, to develop En-Face LLP, offering value and exit guidance and practical non-executive consultancy to boards of directors and stakeholders in marketing services businesses. This appointment to CCB Fastmap follows his appointment as Chairman of 'Good Connection Ltd' in February (the world's first ethical consumer networking portal, launching this summer); and precedes a number of other non-executive and non competing appointments. Whitaker has over 15 years of direct marketing experience at a board level, much of which has been in tandem with private Equity and Institutional investors. Highlights of his career include:

- *Appointment as European MD of EHS Brann Marketing Services in 2000*
- *His £24m MBO of DLG in 2005*
- *His acquisition of Wegner (Dudley Jenkins) and 43 Plc in 2006*
- *Being voted no 3 in 'Marketing's Power 50'.*
- *The sale of DLG in 2007 for £73m (300% value growth in 18 months)*

CCB CCB fast.MAP Ltd

CCB fast.MAP (anne to supply)