

NEW DEALS FOR VIRTUE BROADCASTING AUSTRALIA

Sydney, Australia; London, UK – 18 November 2003

Virtue Broadcasting, ("Virtue"), a leading provider of webcasting solutions to corporates, today announces that it has won two deals to webcast large events in the region.

Virtue will webcast the proceedings of the Commercial Radio Australia Fest. Under the deal Virtue will deliver the four main events – the Commercial Radio Australia Conference, The Commercial Radio Australia Charity Luncheon, the Commercial Radio Australia Annual General Meeting and the Australian Commercial Radio Awards.

The events will be accessible from the Commercial Radio Australia website (<http://www.commercialradio.com.au/>) and will be distributed on CD-ROM to key industry members.

Steve James, Head of Marketing, Commercial Radio Australia, said: "This year the Radio Fest will be huge, particularly the conference with multiple concurrent sessions. Virtue Broadcasting are providing us with a total webcast and web site management solution"

Additionally, Virtue was hired to webcast the 2003 Sydney Motor show. Under the deal Virtue will broadcast live and pre-recorded events as part of a six and a half hour opening day webcast. The webcast will give viewers from around the world 'VIP access' to car and motorcycle launches and other motor show events and will be accessible live or on demand from www.sydneymotorshow.com.au.

"The Sydney Motor Show website and the webcast in particular promise to be a great success," said show principal and chief executive of the Federal Chamber of Automotive Industries, Peter Sturrock. "By webcasting the event we are opening up the first day to a far wider audience than would traditionally be possible, enabling us to create extra value for our exhibitors and for the show itself."

Klaus Ackerstaff, CEO, Virtue Broadcasting, said: "Webcasting events is a great way of communicating your messages to the widest possible audience. By integrating webcasting into all aspects of their event, both Commercial Radio Australia and The Sydney Motor Show, are leading the way in event management and promotion. These latest signings reaffirm our position as a leading provider of webcasting solution in the region."

About Virtue Broadcasting

Virtue Broadcasting, an Australian operating subsidiary of Virtue Broadcasting Plc, is a leading European provider of webcasting solutions to corporates. Virtue provides organizations with the technology infrastructure and software solutions that can enable them to create and deliver communications messages to complement their global communications strategies. Virtue Broadcasting Plc, through its subsidiaries, operates webcasting solutions for a large number of the FTSE 100 as well many other multinationals such as Siebel, BAT and Reuters. It is headquartered in London, and has offices in Zurich, Frankfurt, Madrid and Sydney.

www.virtuebroadcasting.com.au

Public Relations Contact:

Patrick Herridge
Mantra PR
Tel: 020 7907 7809
Email: pherridge@mantra-pr.com

Franco Fubini
Virtue Broadcasting Communications
Tel: +44 (0) 20 7785.6106
Email: publicrelations@virtuebroadcasting.com