

DIRECTORATE CHANGE

London, UK - 27 October 2003

The Board of Virtue Broadcasting Plc ("Virtue") are pleased to announce the appointment today of Mr. Klaus Ackerstaff as the CEO of the main Board. He was formerly CEO of Unit.Net which was acquired by Virtue in July 2003 and was then appointed to the same role across the operating subsidiaries of Virtue. Virtue is a leading European provider of Internet broadcasting services and solutions to corporates in Switzerland, Germany, Spain as well as the UK.

Mr. Ackerstaff joined Unit.Net in early 1999 as CTO to lead the design and implementation of both the delivery platform and the global streaming media network. With the IT infrastructure in place, Mr. Ackerstaff was appointed Unit.Net's COO in 2001, in order to manage its expansion across the European market. Having significantly increased its presence and market share within the region he was appointed as Unit.Net's CEO in 2002.

Mr. Ackerstaff received his Doctorate in Physics from the University of Hamburg in 1996. His studies included a scholarship at the University of Indiana, Bloomington, Indiana, and followed three years as a research assistant at DESY, where he worked on applying computing technology to high-energy physics analysis. After earning his PHD he began his professional career at CERN (Organisation Europeenne pour la Recherche Nucleaire) in Geneva, where he was responsible for the IT infrastructure of the OPAL (particle physics) project.

The following information is required to be disclosed under Rule 2f of the AIM listing Rules.

Mr. Ackerstaff held a directorship in Unit Italia S.r.l. which was placed into solvent liquidation on 6 June 2003.

Mr Ackerstaff has held the following directorships over the last five years: Unit.Net Deutschland GmbH, Unit,Net Streaming Spain S.L., Unit.Net France SARL, Unit.Net Italia S.r.l., and Unit.Net UK Ltd.

There are no other disclosures required to be made under the AIM listing rule quoted above.

Commenting, Chairman Mike Neville said today: "We are very pleased to welcome Klaus to the Board. His contribution since the acquisition of Unit.Net has been significant, not only from the point of view of technology, but also his European market experience. This has been invaluable in securing Unit.Net's clients but also in building the enlarged Group's footprint and client base"

About Virtue Broadcasting plc

Virtue, a UK based plc, is a leading 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 operates webcasting solutions for more than 35% 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

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