



VIRTUE CORPORATE SERVICES HIRE UK SALES DIRECTOR

John Beaney to lead corporate communications sales drive

London, UK – 7 October 2003

Virtue Corporate Services (“Virtue”), a leading European provider of webcasting solutions to corporates, today announces that it has hired John Beaney to join its Management Team. Beaney brings with him over 15 years experience in technology sales in organisations such as IBM, Ericsson and EIS Ltd. Beaney joins Virtue, as it focuses its sales drive on the corporate communications marketplace, following its recent acquisition of European webcasting leader Unit.net

Prior to joining Virtue, Beaney was board director at J-Bit Global Ltd, a business providing interim executive, business and sales management. Prior to this he was VP of International Sales & Global Sales Operations at e-go systems, a provider of unified messaging products and services.

“Virtue Corporate Services is in an exciting stage of its development – the recent acquisition of Unit.Net and the company’s renewed focus on the corporate communications marketplace make it a hugely interesting sales proposition”, said John Beaney, UK Sales Director, Virtue Corporate Services. “I am looking forward to driving forward the company’s new product offerings and to taking the company towards a UK leadership position.”

About Virtue Corporate Services

Virtue, a UK operating subsidiary of Virtue Broadcasting Plc, is a leading streaming media solutions provider in Europe enabling corporations to communicate both internally and externally, to support their business goals, cost-effectively. Virtue provides organizations with the technology infrastructure and software solutions, which empower them to create and deliver communications messages that complement their global communications strategies. It is headquartered in London, and has offices in Zurich, Frankfurt, Madrid and Sydney.

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