



Virtue Corporate Services Sign PC World *Computer retail giant deploys internal communications solution*

London, UK – 29 September 2003

Virtue Corporate Services, ("Virtue"), a leading European provider of webcasting solutions to corporates, today announces that it has been retained by PC World, Britain's largest specialist chain of computer superstores, to supply a series of internal communications webcasts. The deal will see Virtue's technology improve senior management communication with staff in the company's 127 stores across the country.

PC World has traditionally communicated strategy with its employees through a series of management showcases, where senior management have visited regional centres to brief staff directly. By replacing most road shows with online communications to all stores, PC World will retain the face-to-face impact of the briefings whilst making significant cost savings and more efficient use of management time.

PC World has also employed Virtue to review and upgrade the company's Intranet and internal infrastructure, ensuring it is optimised for online communications.

Dave Baker, Head of Communications at PC World, said: "Webcasting is the ideal solution for internal briefings. With a dispersed workforce in 127 stores it is vital that we maintain the visibility of management amongst our staff. Virtue have provided us with the ideal solution to make this happen."

Klaus Ackerstaff, CEO, Virtue Broadcasting Operating Board, said: "The solution we are implementing at PC World is a great example of how webcasting can really fulfil a specific need within a company's internal communications strategy. Face-to-face contact can make a real difference in internal communications – ensuring that all of a company's staff are fully engaged with the strategic direction of a company. Webcasting makes this possible, even in an organisation as large and dispersed as PC World."

About Virtue Corporate Services

Virtue Corporate Services, a UK 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 Corporate Services 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.virtuecorporate.com

About PC World

PC World is Britain's largest specialist chain of computer superstores. The superstores offer more than 5,000 product lines including extensive ranges of PCs, laptops, printers, software, peripherals and accessories from the major brands, as well as many PC World exclusive products. PC World has 123 stores in the UK and four in the Republic of Ireland (as at 23 August 2003). Sales in 2002/2003 (including PC World Business) were £1,466 million.
www.pcworld.co.uk

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