



Virtue Broadcasting Plc Launches New Brand

London, UK – 2 April 2004

Virtue Broadcasting plc is today pleased to announce the launch of its new brand 'Virtue Communications'. Comprising of the three leading companies in the European and Asia Pacific Corporate Communications Market, 'Virtue Communications' will be the world's only truly global webcasting entity.

'Virtue Communications' comprises of the three integrated trading entities of Virtue Corporate Services, Unit.Net and Kamera Communications and is the foremost provider of International Online Corporate Communications Solutions. Following what has been a challenging integration process the new combined entity brings to the group significant improvements to operating costs, a scalable platform and an international online corporate communications offering.

New Product Launch

As an intrinsic part of the group's international offering Virtue is also pleased to announce that in April it will be rolling out its new product "Creator". "Creator" is an innovative and powerful webcast self-publishing tool that enables customers to use webcasting as daily corporate communications solution. Creator's ease-of-use and cost-effectiveness makes it the ideal solution for large multinational corporations looking for quick and efficient roll out across multiple locations on a global basis.

Klaus Ackerstaff, Chief Executive, commented:

"It has always been our intention to build Virtue Broadcasting into the most innovative and high-quality online corporate communications group. The successful integration of our recent acquisitions is testament to our ability to achieve this. The decision to integrate the three entities in to a single offering was largely driven by increasing market demand as more and more companies found themselves in need of a combined International communications solution.

We consider ourselves to be our clients trusted partner of choice and we intend to continue our innovative approach by reacting to their evolving needs. As a result we fully envisage ourselves carrying out further integration of other forms of online communication to complement the current Product Service Offering as and when market demand warrants it."

About Virtue Broadcasting Plc

Virtue Broadcasting Plc is a leading corporate communications solutions provider in Europe and Asia Pacific 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 communication messages which complement their global communications strategies. It is headquartered in London, and has offices in Zurich, Frankfurt, Stockholm, Madrid and Sydney.

www.virtue-communications.com

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