

VIRTUE AND HEMSCOTT SIGN RECKITT BENCKISER
FTSE 100 household cleaning giant to use webcasting for Investor Relations

London, UK – 12 November 2003

Virtue Corporate Services, (“Virtue”), a leading European provider of webcasting to corporates, and Hemscott, the leading provider of corporate investor relations websites, today announce a two year deal to provide Internet broadcasting services to Reckitt Benckiser, the world’s number one in household cleaning. Under the deal Virtue, in partnership with Hemscott, will provide its ‘IR Advanced’ webcasting product to support the company’s investor relations strategy.

Rachel Sabine, Head of Corporate Investor Relations websites at Hemscott, said: “Webcasting is a key communications tool – particularly in the IR field where time sensitivity and information dissemination are real issues for stakeholders. Our partnership with Virtue enables us to offer our clients the very best in webcasting services.”

The IR Advanced product will enable Reckitt Benckiser to offer investors, analysts and other interested parties the very latest in web-based, interactive broadcasting around its IR activities. Results presentations will be available live and archived and will include video and audio, synchronised slides, interactive Q&A’s and full searchability.

Klaus Ackerstaff, CEO, Virtue Broadcasting, said: “This deal is great validation of webcasting as an IR tool and demonstrates that anyone who is serious about effective shareholder communication needs to look at webcasting as a complementary communication medium. We already run online communications services for a large number of the FTSE 100 and this win further consolidates our position as a leader in the IR webcasting space.”

“Furthermore, this deal reaffirms the success of our reseller programme – Hemscott are a great partner.”

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 numerous 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 Hemscott

Hemscott is the number one provider of corporate investor relations website solutions in the UK and a leading supplier of high quality business and financial information. Hemscott pioneered online Investor Relations in the UK in 1995 and now helps over 300 companies, including 35% of the FTSE 100 to use the Internet effectively for Investor Relations and Corporate Communications.

All Hemscott products and services are derived from the Hemscott proprietary database of company information. At the core of the database is uniquely detailed and complete coverage of the activities of UK and Irish listed companies and their directors. This extensive database is widely regarded as one of the most comprehensive sources of information on UK quoted companies available in the marketplace. This information is continuously updated through the addition of new and additional data and working with key partners.

The large range of business information services offered by Hemscott are delivered using a robust technological infrastructure and highly skilled experts in database management, software and website development, application maintenance and enhancement. Technical development and support is managed in-house, enabling the company to be highly responsive to customer needs. New or improved services are always delivered rapidly and to the highest quality standards.

For more information about the company visit www.hemscottplc.com

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