



SOMERFIELD PLC TO USE VIRTUE'S IR EFFECTIVE SOLUTION

FTSE 250 supermarket group to use new webcasting solution for financial communications

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Virtue Corporate Services, ("Virtue"), a leading European provider of webcasting to corporates, today announces a deal to provide Somerfield Plc, one of the UK's leading supermarket groups, with the new 'IR Effective' webcasting product for their interim and full year results presentations, to support the company's investor relations strategy.

James Found, Group Accounting and Corporate Finance Controller, said: "Webcasting has become a valuable tool within our investor relations communications strategy. Virtue's experience and leadership in the market gave us the confidence we require from the provider who will be delivering critical financial information to stakeholders and other interested parties."

Virtue's IR Effective solution, which has recently been developed as part of a new suite of investor relations solutions, will enable Somerfield to deliver critical financial information to a wider audience of investors, analysts and shareholders - anywhere, anytime. Under the agreement Somerfield will replace its existing Virtue webcast product with the new solution, to deliver its preliminary and interim results presentations, both of which will be available archived for on-demand viewing.

Klaus Ackerstaff, CEO, Virtue Broadcasting, said: "We are extremely pleased that Somerfield Plc has chosen the new 'IR Effective' solution for their interim and full year results presentations, as it validates our new product offering for the investor relations market. Somerfield is a very well respected brand in the UK, Virtue prides itself on working with the leading companies in their respective industries."

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, Stockholm, Madrid and Sydney.

www.virtuecorporate.com

About Somerfield Plc

Somerfield Plc is Britain's biggest high street food retailer, owning and operating more stores than any other quoted full service food retailer in the UK. Incorporating the Somerfield and Kwik Save supermarket brands, Somerfield Plc distributes over 6,000 own label products in over 1,245 stores nationwide; and has 54,000 employees.

www.somerfield.plc.co.uk

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