

Ten Alps Plc

3 September 2009

AGM Statement

Ten Alps Plc (AIM:TAL) ("Ten Alps" or the "Company"), will hold its Annual General Meeting ("AGM") today.

Alex Connock, Chief Executive of the Company will present the following strategic update at the AGM:

“Ten Alps is about multiplatform content - TV, online and print. It’s about driving online migration and looking to increase margins.

To be focussed in media today is not to concentrate exclusively on a platform-specific product – say, printed publications. Focus in this all-media world is about concentrating on key, commercially identifiable audiences.

An audience can be teachers, or scientists or accountants, and a media operator can provide the material they need across all the media tools they are using - TV, online and print.

That is what our Teachers TV operation has been successfully doing, and the Directors have plans to roll out Teachers TV internationally. It is also what we are doing with our forthcoming Accountancy TV and Newton TV sites, which are all-media projects. It is also why we are leveraging our published assets into new markets, online and video, through products like the upcoming, video-rich Link2 classified-listing trade platform. And it is why a key part of our ambition with the BBC Worldwide, following a key global distribution deal announced earlier today, is to find ways of exploiting our back catalogue in online sales.

Our ‘all-media’ approach to content is no longer as unique a strategy as it perhaps was in the years 2006-8. James Murdoch, CEO of News Corporation Europe and Asia, commented in his Edinburgh TV Festival McTaggart Lecture on 28 August, on the general evolution of the sector:

“In this rapidly changing world the boundaries between media have broken down.

People consume content in a very fluid way, and that is reflected in the way we provide it. What were once separate forms of communication, or separate media, are now increasingly interconnected and exchangeable. So we no longer have a TV market, a newspaper market, a publishing market. We have, indisputably, an all-media market.”

Ten Alps was one of the early movers into this all-media world. History has moved in our direction and we now have a large body of customers to engage with who are substantially on board with our way of thinking. There are tremendous opportunities to really expand this business now, and we aim to make the most of them."

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