

**24 September 2009**

## **Ten Alps Plc**

### **Ten Alps Launches Innovative Online Business Portal**

Ten Alps PLC, (AIM:TAL, "Ten Alps" or the "Company") the factual media company, today launches its new online business portal– [www.link2portal.com](http://www.link2portal.com) (the "Portal", "Link 2").

Link 2 accesses content from over 400 business to business ("B2B") magazines and directories published by Ten Alps, plus videos and breaking news. The search and profiling feature of the website allows users to interrogate the full database or shape the news flow and information relevant to their interests.

Link2's sector coverage includes trade, public sector, transport, infrastructure, energy and environmental markets and carries a business directory with a database of more than 40,000 entries at launch. It goes live with content from Ten Alps' Publishing unit, backed by its 25 editors.

In the Company's announcement of 11 February 2009, the Company stated that it aimed to build a substantial B2B media asset - online, TV and print - within an online database. The launch of Link2 confirms a significant move in this direction by the Company. The aggregation and distribution platform for the Portal has been developed and is owned by Ten Alps.

According to the Haymarket Media Marketing survey 2009, the publishing output of Ten Alps' Communications Division makes it the UK's largest B2B customer publisher. Link2 gives its clients and advertisers increased distribution for their content, with improved sector targeting and geographic segmentation.

Adrian Dunleavy, CEO of the Communications Division, said: "Link2 gives us our first-ever opportunity to present our huge volume of trade content in searchable format on one site, to market the distribution platform to a wider audience, and deliver higher frequency and better-focussed editorial to our readership.

We are targeting new online revenue opportunities and a more efficient distribution spend as a result."

#### **Ten Alps plc**

Alex Connock, CEO  
c/o Moira McManus  
[www.tenalps.com](http://www.tenalps.com)

Tel: +44 (0) 20 7878 2311

**Grant Thornton Corporate Finance, Nominated Adviser**  
Fiona Owen / Robert Beenstock

Tel: +44 (0) 20 7383 5100

**Canaccord Adams, Broker**

Mark Williams / Adria Da Breo Richards  
[www.canaccordadams.com](http://www.canaccordadams.com)

Tel: +44 (0) 20 7050 6500

**Pelham Public Relations**

Alex Walters / Francesca Tuckett  
[www.pelhampr.com](http://www.pelhampr.com)

Tel: +44 (0) 20 7337 1500