

25 March 2015

Ten Alps Plc

Contract Win

Ten Alps Plc ("Ten Alps" or the "Company"), producer of high quality TV and radio together with integrated publishing and communications content, has renewed an existing contract after a competitive tender with Transport for London (TfL) to create and manage a comprehensive, London-centric, digital road safety educational campaign for pre-school children. The new contract, worth over £1 million per annum, which represents an increase of approximately 30 per cent. of the value of the previous contract, will commence on 1 April 2015 for a minimum of 3.5 years, with a potential to extend it for a further 3 years at the end of the initial term.

“Winning the TfL contract is a significant step in the creation of a much larger content marketing and communications business at Ten Alps,” said Ten Alps CEO Mark Wood. “Our success is a reflection of the superb story-telling and digital design skills in our Ten Alps Communicate business unit.”

Under the TfL contract, Ten Alps will produce digital multi-platform road safety educational material aimed at pre-school children in London. The programme, called “*The Children's Traffic Club London*” will reflect the diversity of London in its design and features a range of animated characters designed to appeal to 3-5 year olds, educating them in all aspects of road safety and encouraging active travel such as walking and cycling.

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