

HUNTSWORTH PLC

19 October 2006

Acquisition of Mmd Group

Huntsworth PLC (“Huntsworth”), the international public relations group, announces today that it has agreed to acquire certain shares and assets of *Mmd* Central & Eastern Europe Limited and its subsidiaries and Raxton Communications Limited (together “the *Mmd* Group”), a group of public relations businesses operating in 18 countries in Central and Eastern Europe. This acquisition substantially extends Huntsworth’s reach across all of the major countries in Central and Eastern Europe, South East Europe, Russia and CIS. Until now Huntsworth has operated through affiliates and associates in these markets.

The *Mmd* Group is being acquired from Anglo Irish Trust Company Limited. The existing management team, under Chairman Alistair McLeish, will continue to operate the business following the acquisition.

The initial consideration will be £12 million, of which £7.2 million is to be paid in cash and £4.8 million is to be satisfied by the issue of new ordinary shares. Deferred consideration may be payable, with interim payments to be settled 60% in cash and 40% in new ordinary shares in Huntsworth, based on profits for the years to 30 June 2007 and 30 June 2008. A final payment may be due based on the 3 years to 30 June 2009, payable in cash or shares at Huntsworth’s option. The maximum total consideration is £35.0 million.

For the year ended 30 June 2005, the *Mmd* group had profit before tax of £2,028,000. The gross assets at 30 June 2005 were £7,023,000.

Lord Chadlington, Chief Executive of Huntsworth said:

“We are delighted to announce the acquisition of *Mmd* which builds on our core strategy. Central and Eastern Europe is an area of tremendous growth and opportunity in public affairs and public relations and a key strategic hub for our global network. Together with our existing 25 offices in mainland Europe and our very strong presence in the UK, this acquisition into Central and Eastern Europe extends our existing presence into these fast-growing markets to create what we believe is the most comprehensive European network in the PR industry. Huntsworth and *Mmd* are already working on a number of client assignments together.

Alistair McLeish, Chairman of *Mmd* said:

“We are delighted to become a part of one of the leading international PR groups, marrying their global strength and experience with our own market-leading brand across New Europe and the CIS. The potential opportunities are vast and it will be an exciting challenge to explore these over the coming years.”

Under the terms of the UKLA listing rules the acquisition is a Class 2 transaction not requiring shareholder approval.

Enquiries:

Huntsworth PLC
Lord Chadlington, Chief Executive
Sally Withey Group Finance Director

+44 (0)20 7408 2232

Mmd Group
Alistair McLeish, Chairman

+41 798 277 353

Notes to Editors:

Mmd Group

Mmd was formed in 1993 and has seen consistent and significant revenue growth over many years. *Mmd*'s client base includes AES, Deutsche Telekom, Discovery Networks Europe, easyJet, GE, Google, Holcim, IBM, Intel, Mittal Steel, Rosneft, SAP, Telenor and Visa International.

Mmd is the leading corporate communications, public affairs and public relations consultancy across Central and Eastern Europe, South East Europe, Russia and CIS with over 170 staff in 18 countries and offices in Austria, Bosnia, Herzegovina, Bulgaria, Czech Republic, Croatia, Estonia, Hungary, Kazakhstan, Latvia, Lithuania, Poland, Romania, Russia, Serbia, Slovakia, Slovenia, Turkey and Ukraine.

Mmd provides senior communications counsel to a wide range of international and local corporations. The majority of the work involves pan-regional campaigns in the healthcare and pharmaceutical, technology, business-to-business and consumer sectors and includes financial PR and investor relations campaigns, corporate PR, public affairs programmes, and crisis and issues management.

Alistair McLeish, Chairman of *Mmd*, who is also a party to this transaction, opened the first *Mmd* office in Eastern Europe (Prague) in 1993. He pioneered a matrix management approach in the region by combining international communications and management expertise and best practice with the best of indigenous talent and social, political, economic & cultural understanding. Operationally he has led multi-country strategic communication initiatives across the region for over fifteen years with wide experience of advising on issues and crises, privatisation and foreign direct investment projects.