



Press Release

DATE: 01/03/2009

Contact:

press@mediaingenuity.com

T: 020 7841 7318

Media Ingenuity announces record results for 2008

Despite very tough trading conditions in some of its core markets, Media Ingenuity experienced another year of record results for the full year 2008.

Turnover for the consolidated Group was up by close to 50% compared to 2007 (growth of 650% since 2006).

The Group also revealed that it had been profitable in every quarter since the middle of 2006.

Adam Quint, Managing Director, commented,

“Of course, trading has been very difficult in credit products over the last 18 months, but we have retained good flexibility as a business and we’ve been able to adapt our model to suit the new credit environment. Over the last 12 months we have also successfully diversified into new products such as insurance and utility comparison which are less sensitive to the downturn in the economy.”

Media Ingenuity launched life insurance and health insurance comparison services during 2008 and partnered with EnergyLinx to introduce energy supplier comparison and switching in February of the same year, with Broadband and telephony switching introduced by October.

Quint commented,

“The diversification process continues and we have some very exciting new developments planned for 2009”.