

Medic Vision Limited

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mConnent Secures Mobile Rights for 3 Major Brands

mConnent Group, soon to be acquired by Medic Vision Limited, has secured mobile rights for Bauer Media's flagship brands FHM, Zoo and Heat. The deal incorporates exclusive mobile rights for 2 years and involves the creation of mobile sites, apps and development of mobile related products and services across each brand. The content will be distributed via mConnect's fast growing international distribution network as well as being hosted on all major App store platforms, including Apple, Android, Nokia Ovi and Blackberry. mConnect are offering a fully managed mobile solution to Bauer Media and will undertake all strategy, product development and marketing for these three leading brands.

FHM is the UK's biggest men's lifestyle media brand and FHM 100 Sexiest Women has worldwide recognition. The magazine is the standard-bearer among British men's magazines, and FHM.com is Europe's largest men's lifestyle website - winning AOP's Best Consumer Website 2009 award. With 31 international editions and websites across five continents, and accessible to consumers through print, online and on mobile, FHM is the defining voice of a global generation of young men. FHM entertains, informs, and excites readers, helping them navigate the world of increasingly complex choices in which they live.

ZOO delivers a compelling package of girls, football, bloke news and funny stuff. ZOO aims to entertain its readers, offering to make them laugh, and to keep them informed about the important things in their lives.

Launched in 2000, Heat is the 'must-have' celebrity weekly. It has defined a generation and set the celebrity agenda for nearly a decade through a relentless urge to innovate, surprise & delight its audience. Whether it's breaking the latest celebrity news online, to your mobile, on the radio, or delivering unrivalled exclusive access to the world's most famous people in the magazine every week, a heat moment is always an Oh.My.God! moment.

Rob Hoath CEO of mConnect comments, "This is a an exciting and fantastic opportunity for mConnect to further showcase the full extent of their capabilities within the global mobile marketplace. Bauer Media is a publishing giant and FHM, Zoo and Heat are hugely successful publications and have large loyal customer bases around the world. We will be providing existing and new customers alike with many

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exciting new and unique ways to interact with these iconic brands, as well as produce new value added mobile services to create additional new revenue streams".

About Bauer Media:

Bauer Media is a division of the Bauer Media Group, Europe's largest privately owned publishing Group. The Group is a worldwide media empire offering over 300 magazines in 15 countries, as well as online, TV and radio stations.

Bauer Media joined the Bauer Media Group in January 2008 following acquisition of Emap plc's consumer and specialist magazines, radio, TV, online and digital businesses. Collectively, the Group employs some 6,400 people and has a 2008 turnover of 2.08 billion Euros. Bauer Media is a multi-platform UK-based media Group consisting of many companies collected around two main divisions - Magazines and Radio - widely recognised and rewarded as being industry innovators.

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