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Company Motivcom PLC
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Motivcom plc

(“Motivcom” or “the Company” or “the Group”)

Motivcom launches Filmology

Motivcom PLC (the “Company” or the “Group”), a leading marketing services company providing incentive and motivation services to a range of UK and international clients, announces that its P&MM Sales Promotion division has launched Filmology, its new dedicated movie marketing and promotions vehicle.

Filmology’s expert services will draw on the vibrant film industry culture to create marketing campaigns that will make a significant addition to sales promotion and experiential campaigns, corporate entertainment, client hospitality and gifts, as well as staff incentive and reward programmes.

David Pearson, Director in charge of Filmology, is one of the UK’s leading specialists in the promotion industry. Having joined P&MM in 1999, David has built up the Group’s expertise in this area and has delivered hundreds of successful cinema- related on pack promotions, bulk ticket deals and events.

Motivcom’s Filmology aims to further capitalise on the healthy growth and popularity of cinema. Filmology will work with major international brands to devise promotional cinema activities to match a specific brief, including brand objective analysis and target market. The cinema industry has become increasingly popular as a promotional or incentive reward as,

while high street retail vouchers may offer a relatively small discount off the retail value, cinema vouchers can offer up to 40% off the face value.

David explains: "Film and cinema based promotions remain amongst the most effective and popular types of sales promotion in the UK due to their widespread accessibility, universal appeal and the popularity of the medium. We have rapidly negotiated promotional agreements with three major international brands and will be announcing them in due course."

In order to strengthen the relationships between brand and licences within film properties, Motivcom's Filmology has formed links with Richard Pink, previously Promotions Manager at Kellogg's, now at Pink Key Consulting Ltd, and Janet Smith, ex-head of marketing for UCI cinemas, who is also a Filmology Consultant.

David Lebond, Executive Director for Motivcom commented: "We have been in the film promotion business since 1999. This was the next step, becoming the first truly integrated movie promotions house in Europe.

"We have established business relationships with the four leading cinema houses - ODEON, Empire, Cineworld and Showcase - as well as with smaller independent cinemas across the country. This gives us the ability to deliver a successful film promotion to fit a brief of any size, from individual vouchers to running a series of simultaneous events across any number of different venues.

Richard Pink commented: " The merchandise created alongside film releases is licensed property. It is big business and, when much anticipated films are issued on general release, promotions have to be carefully crafted to ensure that there is sufficient control of the rights and assets, but also that the opportunities are maximised and that the essence of the film is reflected in the activity."

Janet Smith, commented: "Having worked with P&MM on film related promotions for over seven years the company is in a league of its own in this industry."

Filmology continues to expand and is recruiting a manager with film distribution industry expertise to further strengthen its resources.

“The film industry is thriving and we see many exciting prospects to apply our experience of the market to develop this further. We’ve created Filmology to focus attention on our expertise as we build on our established reputation as the industry specialists, the movie experts.”

-Ends-

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Notes to Editors:

Motivcom plc is a leading marketing services company in the business to employee sector providing incentive and motivation services to blue chip UK and international clients. Motivcom drives performance of direct and third party employees using motivation and incentive techniques for human capital management. The Company also has a fast growing consumer incentives business. Motivcom's core business divisions include: motivation and incentive programmes, incentive travel and events, employee benefits and sales promotion. Motivcom's activities in each sub-sector help to improve staff productivity, retention, absenteeism and increase product sales respectively.

The management team has been in place since 2002. It follows a strong organic and acquisitive growth strategy. Motivcom's organic growth is driven by investments in innovative products such as the recently launched Spree-visa card. Since 2002, the Company has acquired Fotorama, Archer Young Ltd, Summersault Ltd, and The Voucher Shop all of which have been successfully integrated into the Company. Motivcom is constantly exploring new acquisition targets in existing and complementary areas to further strengthen the Company's position in the business to employee space.

Motivcom plc is based in Milton Keynes. It listed on the AiM market of the London Stock Exchange in August 2004 under the name P&MM Group plc. P&MM Group plc was re-branded Motivcom plc (AiM: MCM) in March 2006.

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