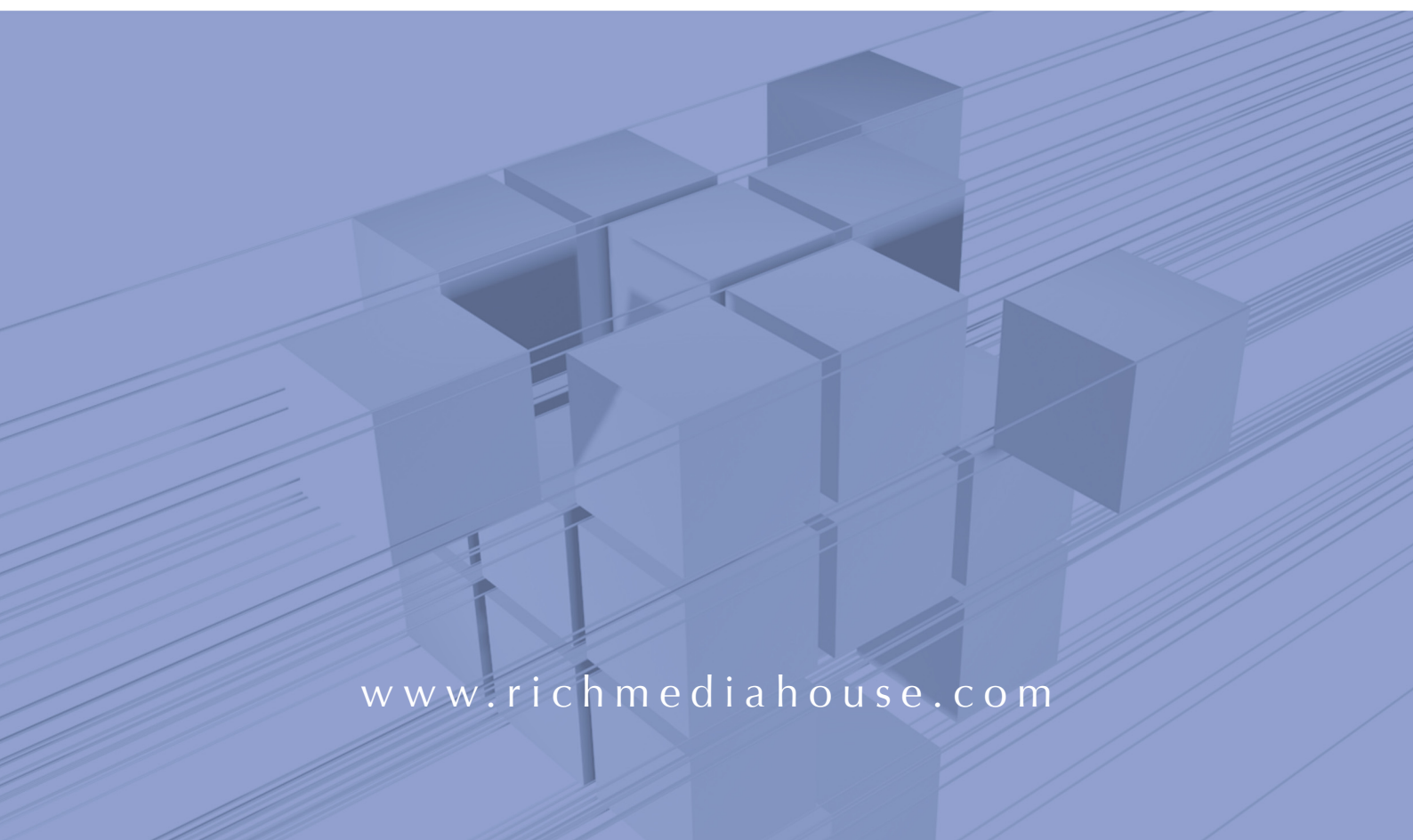




RICH MEDIA HOUSE



www.richmediahouse.com

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OUR COMPANY

Rich Media House Ltd is an independent, privately held limited company since 2004 and which aims to provide a comprehensive range of website design, content management and digital marketing services. We cater to Startups, SMEs, Corporate clients, charities and individuals. Our clients range across all business areas, including e-commerce, finance, clothing, consulting, human resources, social networking, real estate, recruitment, gaming, finance, consumer products and IT services. Our clients include City Car Club, the UK's first and largest national car club operator and Aquamist the fastest growing producer of pure natural mineral water in East and Central Africa.

Over the past year we have produced over 50 websites and flash presentations, our website designers accessibility, usability, site structure/navigation and recommendations from industry bodies such as the World Wide Web Consortium (W3C). We ensure that each website we build maximises its aesthetic appeal and functionality and allows for seamless navigation of content.

We have considerable experience in providing tailored solutions to ensure that we offer you a cost-effective solution which caters for all of your requirements. We are able to deliver solutions in over 20 programming languages and we always assign a dedicated project manager to each client, we don't use templates, always design bespoke and provide comprehensive after sales support. We tend to maintain long term relationships with our clients and we find that as we learn more about each other, the relationships become increasingly beneficial to both parties.

We are registered with the - The Data Protection Act 1998 and have also adopted the Information Security Management standard BS7799. Rich Media House Ltd will conduct its business fairly, impartially, in an ethical and appropriate manner, in accordance with the company's values, and in full compliance with all UK laws and regulations. The highest standards of ethical business conduct and compliance are required of people associated with us in the performance of their company responsibilities.

Company number: 5299636

Registered in England and Wales

Registered office address: Rich Media House Ltd, 60 Cannon Street, London EC4N 6JP

OUR PEOPLE

Executive Team

Dr Riaz Agha, Chief Executive Officer



Riaz founded Rich Media House Ltd in November 2004 and has been involved in website design and development since 2003, managing a variety of projects across different industries. Riaz has particular expertise in online marketing and is a Google Advertising Professional. Since its launch, Riaz has steered the company to its position as a full service new media company in the UK. Riaz is a graduate of King's College London where he gained BSc(Hons) and MBBS(with distinction).

Riaz is also Director of Surgical Associates Ltd (founded in July 2003) which owns the International Journal of Surgery, published by Elsevier Ltd (part of the FTSE 100 listed Reed Elsevier). The company has shown steady growth since launch particularly with the development of new online platforms which Riaz was responsible for. It is now distributed to around 11,000 libraries worldwide and has also been covered by the 2005 Pulitzer Prize winner Amy Dockser Marcus in the Wall Street Journal as well as over 80 other publications including Fox news, ABC, Reuters, Forbes, Voice of America, USA today, the Boston Globe and many others.

Christopher Jonas CBE, Chairman



Christopher Jonas has served as an independent director on the main board of British Railways and the board of Canary Wharf plc. He is chairman of Henderson Global Property Companies Ltd, a partner in Chelsfield Partners LLP and a director of Sunrise Senior Living International. He is on the joint ventures board of Bank of Scotland and the investment board of CBRE Investors in the UK.

Until recently he was chairman of Glasgow Harbour Ltd, of Education Capital plc (specialist funding for the FE sector), the Ethics Standards Board of the Accountancy Foundation and a director of the England board of Bank of Scotland. He is a principal private equity investor in early stage companies, with an emphasis on those founded and managed by young and highly motivated owner/managers. He is a past president of the Royal Institution of Chartered Surveyors.

His pro bono work includes being Chairman of Council at Goldsmiths College, University of London, and a director of English National Opera. He is chairman of the governing body at Roedean, and was chairman of the major arts restoration programmes at Tate Modern and the London Coliseum. In 1989 he founded ProHelp, a charity that arranges for professional firms to give their expertise free to the voluntary sector. ProHelp offers about £6m of free advice each year and now comprises over 1000 members. Most recently Christopher Jonas became the first Briton to be awarded the highly prestigious Landauer/White Award from the American Society of Real Estate Counselors.

Maliha Agha, Client Manager



As a Client Manager, Maliha deals with existing and new clients to stimulate and promote excellent client relationships, manage accounts and facilitate project management. Maliha is a graduate with a BSc(Hons) and Masters in Physiology. She speaks 7 languages and has a keen interest in creative design and digital marketing.

Ken Baxter, Project Lead

Ken has been involved with website design and development since 1999. He has trained in website design, flash design and search engine optimisation. He has been involved in the design and development of over 150 websites since entering the industry.

John Packman, Accounts

John has many years of managing accounts for SMEs and is now working with Rich Media House to ensure the highest standards of accounting and corporate governance.

Peter Harrison, Strategic Advisor



Peter Harrison has worked as an executive director of Goldman Sachs Equities from 1993 until February 2000. Prior to Goldman, Peter summer-interned at McKinsey in 1992 and graduated with an MBA from Kellogg Graduate School of Management in 1993.

Before Business School, he trained as a Chartered Accountant with Deloitte and worked at Andersen. He qualified as a tax practitioner (ATI), an investment manager (AIMR) and a Corporate Treasurer (ACT). Peter has advised the company on issues relating particularly to marketing.

OUR CREDENTIALS



Registered member of the UK Web Design Association and the Independent Web Design UK Portal



Adobe Solution Partner



Registered Microsoft Partner



Certified Google Advertising Professionals



Bronze Award in the Vision Site Design Awards 2007

OUR UNIQUE PROPOSITION TO CLIENTS

Here are 10 reasons why you choose Rich Media House:

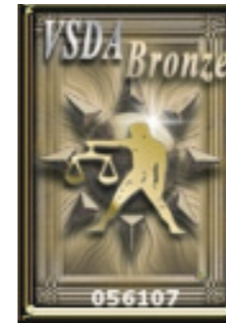
- One stop shop - build, host and marketing services
- Dedicated Project Manager (single point of contact)
- Professional Multidisciplinary Teams
- Value for Money
- Bespoke Designs
- Cutting edge web technologies
- W3C standards compliant and Accessible
- Search engine friendly websites
- After sales support
- A focus on usability and clear navigation

OUR SERVICES

- Website Development
- Content Management
- Digital Marketing
- Applications
- Consultancy
- Hosting



OUR AWARDS



1st March 2007 - Rich Media House was today awarded the Vision Site Design Awards (VSDA) Bronze award for richmediahouse.com.

Erin Whalen and the Evaluation Team commented:

"We are pleased to present you with our VSDA Bronze Award for Rich Media House Ltd. We are very honored to say that you are our SECOND winner for 2007!"

Evaluators Comments:

Very professional and eye-catching design. The colors are well balanced and in harmony. Most of the graphics are very well done and have a "high end" look. The content is interesting and informative.

Congratulations on a job well done! Your website is very deserving of our Bronze award. It is with great pleasure that the team at VSDA issues you this award.

The awards are judged by a strict list of scoring criteria under the following headings:

- Web Design
- Website Content
- Navigation
- Loading Time
- Website Optimization
- Technical Coding
- Aesthetics

OUR CLIENTS



CLIENT TESTIMONIALS

We have included testimonials below from some of clients to demonstrate our overall level of customer satisfaction:

"City Car Club rents cars by the hour in major cities around the UK. Cars are booked over the internet and accessed using a smart card. The whole system is 'hands free' - members apply over the internet, book over the internet, pay over the internet or by direct debit. The result is that the website plays a key role of the company, setting high demands on its versatility.

Having recently upgraded the City Car Club brand we went in search of a developer to build the site. After a careful selection we selected Rich Media House as we felt they offered the latest standards in web development, coupled with all important content management and would be able to assist us as we progressed down the road of electronic marketing.

The content management was key - our company is expanding fast and needs to constantly change the locations of the cars. As the product is new, we also need to update the web contents easily and quickly. Rich Media House provided these facilities.

Last but not least came electronic marketing. About 20% of our new members come through electronic marketing, so this is an important area for us. Again Rich Media House has helped us to upgrade our profile and the impact of our message."

Dirk Van Dijl, Chief Executive Officer, City Car Club (www.citycarclub.co.uk)

"We first came across Rich Media House when searching for a website developer through Google. With their nearly instant, Professional and economical quote we knew they were the people for the job. This exceptional service continued throughout the project leading to a final website that exceeded our demands and has generated excellent feedback from the Kenyan Public."

Karim Premji, Managing Director, Aquamist (www.aquamistwater.com)

"I found the team to be professional with great creative ideas and also very helpful and accommodating. No detail was too small and there was a lot of ongoing dialogue between the design team and myself which I liked. This gave me an opportunity to give my input so that the end product was something that I was happy with. As it turned out I couldn't be any happier when I saw the final version which went live. The site really is fantastic and I have had a lot of positive comments and feedback from those who have seen it. With the success that I've had on the development side I'm now working closely with the team with regards to marketing. If they're as good at developing as they are at marketing I know I'm onto a winner!"

Ranjeet Sandhu, Technical Trading (www.technicaltrading.co.uk)

"Rich Media House undertook the design of two flash presentations for use at a European Commission Conference with 150 delegates ranging from MEPs, MPs local politicians and regional development agencies. The final standard of the work was exceptional and created exactly the impact required. In addition, they also re-designed the CAP R&C web site. We have been extremely pleased with the result and the increased number of hits we have received since its launch."

Paul Winterbottom, CAP Research & Consulting Ltd (www.capresearchandconsulting.com)

"Working with Rich Media House was a pleasure and surprisingly easier than I thought it would be to create a website that matched what I was looking for. They were able to create a professional website that suited all my needs for a very competitive price with what I think is an excellent finished product. Any further websites I need to have made in the future, I will definitely come back to Falcon Websites. Very happy."

Darragh White, Pocket Rocket Crew (www.pocketrocketcrew.com)

"We were pleased with the outcome of the site provided by Rich Media House, it does look extremely professional and meets our needs. The after sales service has also been very good, and Rich Media House has managed to help out with anything we have been unsure about. Overall we are very happy with the product, which was also completed at a very reasonable price."

Alex Robshaw, Clone Industries (www.cloneindustries.com)

"United Apostolic Church and Faith Healing Ministries with Flames of Fire is a growing church in the UK and Worldwide. We came across Rich Media House, when we were searching for a company that would provide the best in Web Design. Their services have been good and even when faced with the deadline pressures from our side they delivered what we required. They offer the best flash website design and even some things we never thought were easy to do. Rich Media House still continues to give us good service, updates and recommendations on how maintain the standard of our website. I would definitely recommend them for the best flash design, good organizational and communication structure and for a good service. We will definitely recommend Rich Media House for the best website possible."

Tafadzwa Muzandaka, UAC Ministries (www.uacministries.org)

"I instructed Rich Media House Ltd to develop logo and product label designs. I found their service to be first class and they provided a unique and excellent design. It was a truly professionally executed effort'."

Emmanuel Alao

City Car Club



Rich Media House was commissioned to build a new website for City Car Club (www.citycarclub.co.uk), the UK's first and largest national car club operator with over 2500 members. The new website was a complete re-design with a new logo, flash animation and clearer navigation. The site includes our Bluefalcon content management system that allows staff at City Car Club to manage site content, newsletters, press releases, polls, as well as over 200 cars in 10 cities across the UK. The site has been search engine optimised and is ranked number one by Google for "car club" and

appears on the first page for many industry keywords. We are now focussed on developing an ongoing pay-per-click campaign for the company that maximises ROI and continues to build the City Car Club brand online. City Car Club commented:

"City Car Club (www.citycarclub.co.uk) rents cars by the hour in major cities around the UK. Cars are booked over the internet and accessed using a smart card. The whole system is 'hands free' - members apply over the internet, book over the internet, pay over the internet or by direct debit. The result is that the website plays a key role of the company, setting high demands on its versatility.

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Dirk Van Dijl, Chief Executive Officer, City Car Club

Aquamist



Aquamist (www.aquamistwater.com) is the fastest growing producer of pure natural mineral water in East and Central Africa and are official sponsors of the Kenyan youth football team, the Kenyan national cricket team and Olympic Silver medalist Catherine Ndereba. The company approached Rich Media House to develop a website to reflect and develop the brand they had built up. Following regular consultation and an iterative design process a final design was approved. Furthermore, Rich Media House developed the promotional Aquamist mascot for the IAAF

Mombasa cross country championship 2007. Aquamist commented:

"We first came across Rich Media House when searching for a website developer through Google. With their nearly instant, Professional and economical quote we knew they were the people for the job. This exceptional service continued throughout the project leading to a final website that exceeded our demands and has generated excellent feedback from the Kenyan Public."

Karim Premji, Managing Director, Aquamist

Rich Media House: developing brands online for London's business

By Dr Riaz Agha, Chief Executive Officer, Rich Media House Ltd



The incredible growth of the internet provides businesses with both great opportunities and new challenges. The ability to access a new and broader customer base through a low cost and efficient channel is well recognised.

Yet building a brand online is difficult and often requires the business to reshape and condense their message for the virtual touch point. Customers are increasingly net-savvy and are informed about the ease with which a competitor can be courted and services or quotes compared.

Companies should aim for an integrated service where design,

they do on the high street and have little time for poor websites.

Layout, page width, colour scheme, navigation, brand focus, functionality, loading time and content should be meticulously thought through. Most new media agencies would work with their clients to build client persona matrices or a profile of likely users of the site (age, sex, location, occupation, interests, etc) and thus create the design, site logic and deployment of evolving web technologies (such as AJAX and Flash) with this insight in mind.

Businesses nowadays also need to consider site security, data protection and whether their site complies with the Disability Discrimination Act and the Companies Act. Multiple rounds of user testing during the design cycle are needed to fine tune usability, user experience and brand image. Finally, the personas would need to be validated through post-launch analytics and feedback.



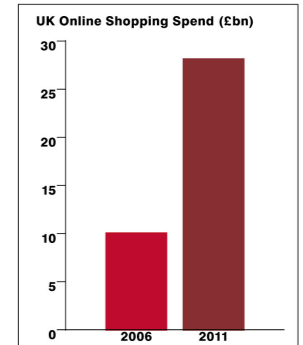
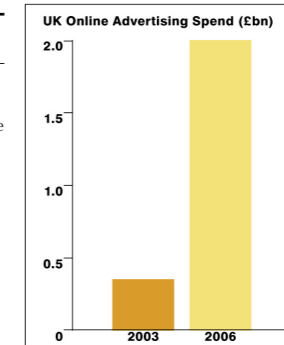
Content Management

According to a report by Accenture, the explosion of unstructured data is one of the biggest challenges facing business today. The quantities of web content, emails, documents, images, audio and video held by companies is soaring and unstructured data within corporations is doubling every two years.

Content heavy and dynamic websites require content management systems (CMS) to streamline their data and business processes.

London's businesses should invest in a CMS solution as part of their digital strategy and enjoy time and cost savings in document creation, document import/export, finding content and synchronising data across departments and work groups.

There is no one size fits all solution and CMS need to be scalable. Furthermore, content management needs to be considered within the usage paradigm of the organisation. How do people use data day-to-



day, how should it be structured, backed-up, stored, indexed, searched, optimised and made secure.

Organisations that have implemented a CMS report positive impacts on their corporate ROI. According to a 2005 AIM industry watch survey, 70 per cent of surveyed business leaders believe their enterprise CMS implementations met or exceeded expectations. Results were positive and consistent across organisations of all sizes.

Digital Marketing

With over 60 per cent of UK households having internet access, there are a huge number of eyeballs to play for, but customers are not pervasive and simply having a website is not a guarantee of success. Websites need to be seen, especially in the search engines (60 per cent don't go past the first page) and once found, need to present a clear and concise message, good navigation and quality content which encourages the right person to become a customer.

Verdict Research, the consultancy, recently published a report where online spending in the UK was predicted to reach £28.1 billion by 2011 (9 per cent of retail spending). In recognition of this trend, over the past

12 months a number of leading brands, including Arcadia, Dunelm, Ikea, Oasis, Superdrug, Waterstone's and Wickes, have launched e-commerce sites.

Where shoppers go, advertisers follow (and in some cases lead) and British advertisers are now spending more than £2 billion a year online in a wide variety of ways including: pay-per-click, search engine optimization, digital banners, viral video campaigns, email marketing, web banners, online promotions, interactive rich media, microsites, product-specific social networks, interactive games and mobile messaging.

"Businesses need to develop an integrated digital strategy and make use of soaring connection speeds and enabling web technologies to maximise their site's potential"

The key is to link these with offline campaigns and have an integrated approach through keyword research and ownership.

Businesses need to develop an integrated digital strategy and make use of soaring connection speeds and enabling web technologies to maximise their site's potential. Investment in developing and marketing your company website should be considered an investment in perhaps your most important non-tangible asset, your brand.

Rich Media House Ltd is an award winning New Media Agency and licensed Google Advertising Professional based in Central London www.richmediahouse.com 020 7002 1038

"Rich Media House Ltd was previously known as Falcon Websites Ltd".

eCommerce inside view

Interview: Dr Riaz Agha Falcon Websites Ltd



TO COINCIDE WITH A GREAT SET OF FLASH RESOURCES ON THIS MONTH'S CD, WE HAVE A WORD WITH DR RIAZ AGHA, CHIEF EXECUTIVE OFFICER OF FALCON WEBSITES LTD, ABOUT WHY ITS DIZZYING ARRAY OF WEB DEVELOPMENT SERVICES IS GIVING IT A COMPETITIVE EDGE IN THIS INDUSTRY

Firstly, how would you describe the service that Falcon (www.falconwebsites.com) provides? We offer website design, hosting and marketing services to Startups, SMEs, Corporate clients, the Public Sector and are an outsourcing option for other website design firms. The websites we build for clients are custom-made, but we also have a range of templates for other website designers to use, enabling them to focus on their core competencies.

How would you classify your majority customer base, and what kinds of requirements do they generally look for in your products? Most of our customers are businesses looking for either a completely new website, or a redesign of an existing one. We're also interested in having more website design, PR and marketing agencies outsource to us. As an outsourcing option, we offer customisation services, good value and rapid turnaround. We listen carefully to our clients' needs, and assign them a dedicated project manager.

In a web world where creative originality is so important, how much emphasis do you place on providing templates or bespoke services that can be easily tailored? We agree that creative originality is paramount and our clients expect this of us. We provide a dual service of both full bespoke design, as well as templates that can be either 'off the shelf' or customised to the client's requirements.

Which products or service types are proving most popular with Falcon punters these days? Our most popular service is website design (including Flash and custom programming) but the vast majority of our clients end up hosting with us as well, and increasing numbers use our online marketing packages too. Simply having a website is not enough anymore, people also want large volumes of highly targeted traffic as well.

From the little guy starting his first homepage, to the more serious eCommerce outfit, what price points do you have for delivering great site templates or services? We custom build entire websites at prices starting from £499. Adding Flash, content management, eCommerce or log-in systems all adds to the price. Many people have started their own website design company from such outsourced custom design services.

The templates you've provided for us have been specially designed by an in-house team. Can you tell us a little bit about that team and the experience you have? We use a team of ten programmers and six designers, which ensures our websites are both functional and aesthetic. We also have a specialist team of four for search engine optimisation. Our depth of expertise and experience is evident by the fact that we're Adobe Solution Partners and Google Adwords Professionals. Our web designers embrace the latest software, accessibility guidelines and world wide standards from industry bodies such as the World Wide Web Consortium (W3C). We can deliver solutions in over 20 programming languages, such as XHTML, CSS, XML, Adobe Flash, Adobe ColdFusion, Microsoft.NET and Java.

Would you ever accept original template submissions from budding designers if they were suitable? Absolutely, we welcome creative input from others and an exchange of ideas is always exciting.

If you weren't doing what you do, what business would Falcon Websites take on instead and why? We have a very broad range of services from website design, hosting and online marketing. Having diversified our range of services over the years, we're really focusing on delivering a quality service in all areas. We aim to become the preferred outsourcing option for many website designers, allowing them to focus on sales and marketing whilst we use our expertise to deliver high quality websites.

PROFILE: FALCON WEBSITES LTD

FALCON WEBSITES LTD is an independent, privately held limited company, that launched in 2004. It aims to provide a comprehensive range of website design, hosting and marketing services to Startups, SMEs, corporate clients, the Public Sector, and as an outsourcing option for other website design firms. We ensure that each website we build maximises its aesthetic appeal and functionality and allows for seamless navigation of content. Over the past year we've produced over 30 websites and Flash presentations. Our website designers embrace the latest software, accessibility guidelines, usability recommendations and world wide web standards from industry bodies such as the World Wide Web Consortium (W3C). We're able to deliver solutions in over 20 programming languages and we always assign a dedicated project manager to each client (providing a single point of contact). We don't use templates, always design bespoke, and provide comprehensive after-sales support. We're a registered member of the UK Web Design Association, Adobe Solution Partners and Google Advertising Professionals. We're registered with the Data Protection Act 1998 and have also adopted the Information Security Management standard BS7799. Falcon Websites Ltd will conduct its business fairly, impartially, in an ethical and appropriate manner, in accordance with the company's values, and in full compliance with all UK laws and regulations. The highest standards of ethical business conduct and compliance are required of people associated with Falcon Websites in the performance of their company responsibilities. If you're interested in our reseller service, please contact us at: sales@falconwebsites.com, or on 0800 195 7528.

What is it in general that sets Falcon apart from other web design consultancy firms in this market, and are there any projects or specific products you'd like to refer to?

Since we offer website design, hosting and marketing services, our relationships with clients are often longer term and our interests are in line with theirs. Our professional and multi-disciplinary teams provide high quality bespoke designs (as well as templates), rapid turnaround and good value for money. We use cutting-edge web technology in our designs, have a very wide range of programming and design expertise and ensure our websites are search friendly and accessible. We always assign a dedicated project manager to each client, and provide full after-sales support and a 100 per cent satisfaction guarantee. We're an ambitious and rapidly expanding firm. We wish to empower agencies with our expertise in design and programming, thus allowing everyone to play a role in the exciting industry of new media.



Falcon Websites offers a broad range of services to the internet-eager, from web design to online marketing

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PROFILE

Empowering people

Helping to make the web accessible to all...

The launch of the World Wide Web 15 years ago has transformed our lives and has had a huge impact on communication, entertainment and access to information. The versatility and ease of access that the web provides has also had a democratising affect on society with an increasing number of people launching online businesses, blogging, podcasting and getting involved in social networking online; this is a reflection of the internet's ability to provide a platform for engagement and influence. Everyone can benefit from the internet and anyone can make a contribution, but only if it is universally accessible.

Legislation and the current state of accessibility

In 1999, the World Wide Web Consortium (W3C) launched an initiative to make the web more accessible for the disabled, resulting in the publication of a set of guidelines that websites should conform to. On the 6th December 2006, the Disability Equality Duty, part of the Disability Discrimination Act 1995 (DDA) will come into effect and require all public sector websites to comply with the basic standards for accessibility.

In 2002, a report by the Interactive Bureau on 20 key 'flagship' government websites found that 75% were 'in need of immediate attention in one area or another' and were not compliant with part 3 of the DDA. A separate study by the Disability Rights Commission published in 2004 found that 81% of 1,000 representative websites used by the public were not compliant with basic W3C accessibility guidelines. More recently, a 2006 survey of the UK's 30 most important retail websites by Nomensa found that none of them met minimum accessibility standards for disabled shoppers. Specifically, 29 had text that was difficult to read for

people wearing glasses; 28 were not fully compatible with screen reader software used by the visually impaired; 23 of the websites used features that would only work with Javascript, a feature often disabled by photosensitive epileptics as it can trigger seizures; and 29 websites did not use shortcut links to enable people to navigate without using a mouse (important for those lacking manual dexterity).

'Our dedicated web development teams contain a mix of designers and programmers with a diverse range of technical capabilities and experience in creating accessible websites or redesigning non-compliant ones.'

Threats and opportunities

The Royal National Institute of the Blind has recently threatened to start prosecuting anyone running a website that falls short of accessibility standards. However, cases of successful prosecution on the grounds of poor accessibility are best exemplified abroad. The Australian case in 2000 of Maguire vs. the Sydney Organising Committee for the Olympic Games found that the Committee had been in breach of the Australian Disability Discrimination Act 1992 by failing to provide a website that Maguire could access and use; this cost them A\$20,000. In 2004, US travel sites Ramada.com and Priceline.com were successfully sued for US\$40,000 and US\$37,500 respectively, both for having websites judged to discriminate against the visually impaired.

With 10 million disabled people in the UK (one in six), the threat of legal

action via the DDA and human rights complaints against public and private organisations is real. However, there is also a strong economic argument to promote accessibility, with disabled people potentially being able to spend £376m online if allowed to do so. As an inclusive society aiming to make best use of the talents of all its people, web accessibility must be a priority for the UK's internet strategy, especially if we are to realise the potential of the internet as a force for development and social change.

About Falcon Websites

Our experience in the field of web accessibility and general website development has enabled us to provide public and private sector organisations with the opportunity to reform their websites and engage a wider section of the online community. Our dedicated web development teams contain a mix of designers and programmers with a diverse range of technical capabilities and experience in creating accessible websites or redesigning non-compliant ones. We passionately believe in the ability of the internet to empower people and we are proud of our work to help make the web more user-friendly and accessible for all.



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Contact Us

Rich Media House Ltd is continually striving for excellence and we hope that this brochure goes some way to demonstrate the drive and purpose of the company.

Our sales team would be delighted to talk to you:

Tel: 0207 002 1038

Fax: 0207 002 1170

Email: sales@richmediahouse.com

Visit us: www.richmediahouse.com

Address: City Tower, 40 Basinghall Street, London EC2V 5DE

Rich Media House is a company registered in England and Wales with company number 5299636 and with registered office address: 60 Cannon Street, London EC4N 6JP

**RICH MEDIA
HOUSE**

