



B U C K I N G H A M

CORPORATE FINANCE LIMITED

**Sale of RLA Group Limited
for up to £20m (US\$m)
to
The Mission Marketing Group plc.**

We are delighted to announce that Buckingham Corporate Finance acted as financial advisors to the Board and shareholders of RLA Group Limited ("RLA"), which has been acquired by AIM listed The Mission Marketing Group plc ("Mission").

RLA was owned by its management team and funds managed by ISIS Equity Partners. ISIS originally invested £2.35m through its Baronsmead VCT funds in a £3.6m replacement capital transaction in December 2002. The sale to TMMG yields a multiple of 3.7x to ISIS' clients.

RLA is a leading regional marketing and communications agency, with offices in Bournemouth, Belfast and Edinburgh. It specialises in on-line and offline communications and media buying for national and international clients, particularly in the automotive and retail sectors. It employs 60 staff.

RLA's clients include a number of companies in the Volkswagen Group, Direct Wines, Goodyear Dunlop, Kingfisher plc, Mace and Teleflorist.

For the 12 months ended 31 May 2007, RLA reported turnover of £12.8m and normalised profit before interest and tax of £2.1m.

Mission (AIM:TMMG) is a fast-growing listed national marketing communications and advertising group.

The consideration payable is up to £20m. Of the total consideration, £9.5m is payable on completion (£7.7m in cash and £1.8m in Mission shares), followed by further payments of up to £2m dependent on trading during the next 12 months, with a further performance-related payment of up to a maximum of £9.5m being due in March 2011.



INTERNATIONAL NETWORK OF M&A PARTNERS

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Company Registration Number: 4038367 Registered Office as above.
Regulated by the Institute of Chartered Accountants in England and Wales
for a range of Investment Business Activities

Simon Dodd, CEO of RLA said "We believe that Mission is the perfect partner for us." Commenting on Buckingham's input to the process, he went on to say "The dedicated commitment which Ian Leaman exhibited enabled us to focus on maintaining business growth during a key phase in its development. The transaction posed numerous challenges, both to us the sellers and to the buyer too. Ian's skill, experience and cool-headed approach ensured that problems were anticipated and pre-empted or were creatively and effectively dealt with when they unexpectedly arose. He also helped to maintain the delicate balance between the management and private equity investors at a particularly sensitive time in that relationship."

Ian Leaman, Director of Buckingham commented "I also advised Roland Long, the founder of RLA on the replacement capital transaction with ISIS in 2002. Early discussions with TMMG established the excellent potential fit between the two businesses. The transaction structure which evolved enables ISIS to crystallise a significant gain and management to become involved in a fast growing and diverse national marketing services business."

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