

20 November 2009

Dear Subscriber,

In June 2009, we made you aware that Ether-ray was acquired by Access Intelligence PLC (<http://www.accessintelligence.com>).

From December 1st we are re-branding Ether-ray to Access Intelligence Media and Communications Limited (AI-MediaComms for short). This is a change in the trading name only. The Newsflash product family will remain, supported by the same wonderful team of dedicated people, and your current terms and conditions will stay exactly the same without exception. The company will deliver product and services across multiple sectors including Local Authorities, Police, Central Government, NHS and the Private Sector.

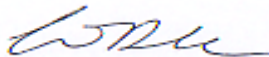
In the next few weeks we are launching a new version of Newsflash that is packed with new modules that add considerably to the product, making your life easier and adding more value to your subscription. From FOI enquiries to integrating with news monitoring services, from handling media bids to more customisable field labels we have listened to your feedback and taken action. There will be more announcements on this in the very near future.

We are also examining the user interface and exploring ways to make the software easier to use. To that end, I am very keen that we garner your opinion to ensure that we deliver a product and service that is second to none; literally a world-beater. There are over 200 organisations using the Newsflash product in the UK, which represents a very powerful community, I am very keen that we set-up a User Group in 2010, and invite you to step forward now if you would like to be involved.

AI-MediaComms is a wholly owned subsidiary of Access Intelligence PLC, which is focused on subscription based, software services in a variety of areas including media relations, marketing communications, e-procurement, and compliance. Our Chairman, Michael Jackson, earned his spurs as Chairman of the FTSE100 company Sage Group plc, where he was a board director for 23 years. Ether-ray is in good hands.

I look forward to meeting as many of you as I can in the future. Please do not hesitate to contact me if you have any questions relating to these developments.

Yours sincerely



Charlie O'Rourke
Managing Director.