

## TR-1(i): NOTIFICATION OF MAJOR INTERESTS IN SHARES

1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached (ii):

Mediasurface Plc

2. Reason for the notification (please state Yes/No):

An acquisition or disposal of voting rights: ( Yes )

An acquisition or disposal of financial instruments which may result in the acquisition of shares already issued to which voting rights are attached: ( )

An event changing the breakdown of voting rights: ( )

Other (please specify) : ( )

3. Full name of person(s) subject to the notification obligation (iii):

BlackRock, Inc.

4. Full name of shareholder(s) (if different from 3.) (iv):

N/A

5. Date of the transaction (and date on which the threshold is crossed or reached if different) (v):

20<sup>th</sup> February 2008

6. Date on which issuer notified:

22<sup>nd</sup> February 2008

7. Threshold(s) that is/are crossed or reached:

Gone above 5%

8. Notified details:

### A: Voting rights attached to shares

Class/type of shares if possible  
using the ISIN CODE

Situation previous to the Triggering transaction (vi)

Number of shares

Number of voting Rights (viii)

GB00B01XYM75

3,934,823

3,934,823

Resulting situation after the triggering transaction (vii)

| Class/type of shares if possible using the ISIN CODE | Number of shares | Number of voting rights (ix) |            | % of voting rights |        |
|--|------------------|------------------------------|------------|--------------------|--------|
|  |                  | Direct                       | Direct (x) | Indirect (xi)      | Direct |
| GB00B01XYM75   | N/A              | N/A                          | 5,080,823  | N/A                | 5.09%  |

## B: Financial Instruments

Resulting situation after the triggering transaction (xii)

| Type of financial instrument | Expiration Date (xiii) | Exercise/Conversion Period/ Date (xiv) | Number of voting rights that may be acquired if the instrument is exercised/ converted. | % of voting rights |
|------------------------------|------------------------|--|---|--------------------|
| N/A                          |                        |  |   |                    |

| Total (A+B) | Number of voting rights | % of voting rights |
|-------------|-------------------------|--------------------|
|             | 5,080,823               | 5.09%              |

9. Chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held, if applicable (xv):

BlackRock Investment Management (UK) Ltd – 5,080,823 (5.09%)

Proxy Voting:

10. Name of the proxy holder:

N/A

11. Number of voting rights proxy holder will cease to hold:

N/A

12. Date on which proxy holder will cease to hold voting rights:

N/A

13. Additional information:

N/A

14. Contact name:

Ian Duggan

15. Contact telephone number:

01635 262000

