

Mediasurface plc (the "Company")

Director's shareholding

Mediasurface plc received notification on 3 October 2007 that on that same day Mr Michael Jackson, Chairman of the Company, purchased 1,675,000 ordinary shares of 1p each ("Ordinary Shares") at 8 pence per share. Following the above transaction, Mr Jackson holds 5,918,232 Ordinary Shares representing 5.94 per cent. of the issued share capital.

For further information please contact:

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