

Mediasurface PLC
26 July 2007

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: (NO)

An event changing the breakdown of voting rights: (NO)

Other (please specify) : (NO)

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):

27 June 2007 (Placing)

6. Date on which issuer notified:

25 July 2007

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 of voting possible using the ISIN rights CODE	Situation previous to the Triggering transaction (vi)		%
	Number of shares	Number of voting Rights (viii)	
Direct Indirect			
GB00B01XYM75	N/A	N/A	
N/A	N/A		

Resulting situation after the triggering transaction

Class/type of shares if of voting possible using the ISIN CODE rights	Number of shares		Number of voting rights (ix)		%
	Direct (x)	Indirect (xi)	Direct	Indirect	
GB00B01XYM75	N/A	N/A	N/A	5,157,106	
N/A	5.33%				

B: Financial Instruments

Resulting situation after the triggering transaction (xii)

Type of financial instrument rights	Expiration Date (xiii)	Exercise/ Conversion Period/ Date (xiv)	Number of voting rights that be acquired if the instrument exercised/ converted.

N/A

Total (A+B)		
Number of voting rights	5,157,106	% of voting rights
		5.33%

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) Limited - 5,157,106 (5.33%)

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 262 000