

Mediasurface PLC
27 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: (NO)

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: (YES)

Other (please specify) : (NO)

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

Merrill Lynch & Co. Inc.

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

Merrill Lynch International

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

25 January 2007

6. Date on which issuer notified:

27 January 2007

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

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	4,437,500	4,437,500	
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	Indirect	Direct	Indirect	
Direct Indirect	(x)	(xi)			
GB00B01XYM75	N/A	N/A	N/A	4,437,500	
N/A 4.594					

B: Financial Instruments

Resulting situation after the triggering transaction (xii)

Type of may % of financial is voting 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	% of voting rights
4,437,500	4.594%

9. Chain of controlled undertakings through which the voting rights and/or the

financial instruments are effectively held, if applicable (xv):

Merrill Lynch & Co. Inc. is the ultimate parent company of the shareholder listed above.

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