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Media Release

FACTORY MEDIA BUYS GERMANY'S BIGGEST ACTION SPORTS MEDIA PORTFOLIO

- Six German brands in the deal -

- Deal cements Factory Media as Europe's largest action sports media owner, with aggressive digital growth strategy pan-Europe -

Thursday 7 October 2010, London: Factory Media Ltd, Europe's largest action sports media owner, has acquired six brands from the German publisher B&D Verlag GmbH, in a major deal that will accelerate Factory Media's expansion into mainland Europe.

The media assets acquired consist of six consumer magazines and six websites, reaching hundreds of thousands of German action sports fans: *Surfers* (www.surfersmag.de), *Moto X* (www.motoxmag.de), *Skiing* (www.skiing.de), *Snowboarder MBM* (www.snowboardermbm.de), *Freedom BMX* (www.freedombmx.de) and *Skateboard MSM* (www.skateboardmsm.de).

The deal marks an exciting expansion for Factory Media as it continues to dominate the market for action sports media in both digital and print media. The additional brands will boost Factory Media's total assets to 19 print magazines and 23 websites, published in six languages.

The German market has long been the heart of participation and commerce in action sports, and the acquisition will give Factory Media an even bigger platform for its online portal MPORA.com. MPORA.com majors in video content, picture sharing and community functionality and is utilised by over 5000 other websites around the world. It currently reaches four million unique users per month and the German version MPORA.de is now expected to add a further two million consumers to the platform.

Darryl Newton, managing director of Factory Media, said:

"This deal perfectly fits our strategy of new and traditional media expansion into mainland Europe.

"We are very excited about developing the business in Germany offering consumers and advertisers exciting media content in whatever form they desire, whether that be on page, on the web or on mobile devices. We will be working with great teams, and brands with an amazing heritage.

"MPORA.com, and of course MPORA.de continue to be areas of focus for us as we grow action sports audiences worldwide, and develop innovative media to satisfy market demand on all levels."

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NOTES TO THE EDITOR

About Factory Media

Factory Media is Europe's leading action sports media owner. It publishes 23 digital and 19 consumer magazine brands in six languages and serves over four million consumers across the snow, mountain bike, surf, wakeboarding, kitesurfing, BMX, windsurfing, skateboard, motocross and cycling markets. It is a fast-growing, pioneering and diverse business dedicated to providing action sports fans with the very best content from around the world.

Its digital network, a vast action sports resource headlined by aggregate portal MPORA.com, majors in video content, picture sharing and community functionality and is utilised by over 5000 other websites around the world. For further information, go to www.factorymedia.com or www.MPORA.com.

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