



ALL3MEDIA announces publication of offer document for MME MOVIEMENT
Acceptance period begins today

- Offer values MME MOVIEMENT AG at €7.00 per share
- Offer represents an attractive premium of 31% to the three-month average weighted share price
- ALL3MEDIA has already secured approx. 42% of the shares in MME MOVIEMENT
- MME MOVIEMENT's management intends to recommend the offer to shareholders

London, 29 March 2007 – ALL3MEDIA Deutschland GmbH, Duesseldorf, a wholly-owned subsidiary of ALL3MEDIA Limited, announced that today it has published its public tender offer for all shares of MME MOVIEMENT AG, Berlin. As announced on 27 February 2007, ALL3MEDIA Deutschland GmbH is offering a price of €7.00 per share in cash.

When measured against the volume weighted average XETRA closing price for MME MOVIEMENT's shares over the last three months before the offer was first announced, up to and including 27 February 2007 (€5.35) the offer price is equivalent to a premium of 31%. The Offer Price also represents a premium of approximately 47% to the three-month volume-weighted average share price prior to 26 January 2007 of EUR 4.75, the last stock market trading day before the day when an article was published in the business newspaper Handelsblatt, which referred to potential talks regarding a takeover of MME MOVIEMENT AG taking place. That three-month average price of EUR 4.75 is taken from the data bank at www.bafin.de. Based on MME MOVIEMENT's issued share capital of 11,180,909 shares, this offer values 100% of MME MOVIEMENT at € 78.3 million.

Furthermore, ALL3MEDIA Deutschland GmbH has entered into a share purchase agreement inter alia with members of the Management and Supervisory Boards of MME MOVIEMENT AG, to acquire all of their shares in MME MOVIEMENT's share capital at a price of €7.00 per share in cash. This is equivalent to approx. 39% of total shares. The agreement is subject, inter alia, to antitrust approval and a minimum acceptance threshold of 75% (taken together the shares sold on the basis of the share purchase agreement and the shares tendered in the public tender offer). In addition, ALL3MEDIA Deutschland GmbH has secured a further approx. 3% of the share capital on the basis of irrevocable undertakings to accept the public takeover offer.

Steve Morrison, CEO of ALL3MEDIA, added: "As outlined in the offer document, ALL3MEDIA intends to support MME MOVIEMENT's approach as an independent television production company and to cooperate with MME MOVIEMENT's manage-

ment. No material changes regarding the employees and their terms and conditions of employment are currently planned, nor does ALL3MEDIA intend to relocate the seat of MME MOVIEMENT AG away from Berlin.”

The MME MOVIEMENT Management Board and Supervisory Boards have declared their intention, subject to a review of the offer document, to support the planned take-over offer by ALL3MEDIA Deutschland GmbH and recommend its acceptance to MME MOVIEMENT's shareholders.

Further Transaction Details

The offer can be accepted from today until 27 April 2007 (Acceptance Period). All further transaction details are set out in the offer document.

The offer document and other documents relating to the tender are available at www.ALL3MEDIA.com.

Copies, of the offer document will be made available for issue free of charge at:

Commerzbank Aktiengesellschaft
ZCM-CMAD
DLZ 2
Mainzer Landstrasse 153
60327 Frankfurt
Telefax: +49 69 136-44598

The bidder will provide the depositary banks with copies of the offer document for forwarding to MME MOVIEMENT shareholders who are customers of the depositary banks.

About ALL3MEDIA

ALL3MEDIA is one of the UK's leading independent television and film production companies with its own distribution arm ALL3MEDIA International which offers programmes to broadcasters around the world. ALL3MEDIA has offices in the UK, United States, Germany, The Netherlands, Australia and New Zealand and is one of the UK's fastest growing and largest independent production groups covering all major genres including drama, children's, entertainment and comedy, factual, and sport. ALL3MEDIA is a Group which includes some of the most creative talent and produces leading programme brands in the market including 'Midsomer Murders', 'Shameless', 'Hollyoaks', 'Formula One', 'Castaway II' and 'Wild at Heart'.

The group has won numerous awards including, most recently three Golden Globes for 'Elizabeth I.'

ALL3MEDIA was founded in 2003, generated sales in 2006 of GBP 207.6m and has 945 employees.

About MME MOVIEMENT

MME MOVIEMENT develops and produces entertainment programmes for all major German TV channels in the areas of drama, entertainment, factual programmes and show/music. Through its popular entertainment division, MME MOVIEMENT serves the programming segment for which German TV broadcasters have by far the greatest demand.

MME MOVIEMENT's position in the market is characterised by the combination of a stable core business and innovative new productions. With eight daily programmes, two weekly programmes and several series and TV films every year, MME MOVIEMENT is one of the biggest independent TV producers in Germany.

MME MOVIEMENT's programmes include well-known programmes such as non-fiction production 'Zwei bei Kallwass' (Sat1), 'Richterin Barbara Salesch' (Sat.1), quiz show 'Das Quiz' with Jörg Pilawa (ARD), as well as drama productions 'Tatort' (ARD) and 'Polizeiruf 110' (NDR).

MME MOVIEMENT generated sales of approx. €88m in 2005 and currently has 549 employees.

Forward Looking Statements / Disclaimer

Certain of the statements contained herein may be statements of future expectations and other forward-looking statements that are based on current views and assumptions and involve risks and uncertainties that could cause actual results, performance or events to differ materially from those expressed or implied in such statements.

This release contains forward-looking statements based on beliefs of the ALL3MEDIA's management. The words "anticipate", "believe", "estimate", "forecast", "expect", "intend", "plan", "should" and "project" are used to identify forward-looking statements. Such statements reflect ALL3MEDIA's current views with respect to future events and are subject to risks and uncertainties. Many factors could cause the actual results to be materially different, including, among others, changes in general economic and business conditions, including in particular economic conditions in the company's business and markets, changes in currency exchange rates and interest rates, changes in national and international laws and tax regulations and changes in capital investments and in business strategy. ALL3MEDIA assumes no obligation to update any forward-looking information contained in this release.

This release is neither an offer to purchase nor an invitation to make an offer to sell any shares. The offer is being made solely by the offer document, and is being made to all holders of shares.

Enquiries:

ALL3MEDIA

Steve Morrison, CEO

Tel: +44 (0)20 7554 1403

Gavin Anderson & Company, London

Richard Constant

Tel: +44 (0)20 7554 1403

Gavin Anderson & Company, Frankfurt
Thorsten Widow

Tel: +49 (0)69 9596 1015