

PRESS RELEASE

FOR IMMEDIATE RELEASE – Monday 19th April 2010

Sammedia to acquire FinQS in move to offer new technology for RDR

Sammedia Limited, the web solutions provider to the financial services industry, today announces that it has agreed heads of terms to acquire technology firm FinQS. By acquiring FinQS, Sammedia will expand its services to include TCF Centre, the leading client feedback solution, currently used by over 100 professional advisory firms, providers and networks to gather, collate and analyse client feedback. Delivering automated client feedback, it improves client service, gains more referrals and monitors business performance, as well as providing strong evidence to support TCF.

This acquisition brings together a strong team of talented individuals with a wealth of financial services and technology expertise between them.

FinQS Co-founder Tessa Lee, who joins Sammedia as Operations Director, comments, “Sammedia gives us huge opportunities to

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expand our client base and develop and deliver new solutions to the market place. Our combined aim is to enable advisory firms to achieve true collaboration with clients using the Internet as a core part of their client service.”

Sammedia is the leading UK provider of websites to advisory firms. Its product IFA Netsite is the web site technology behind some of the biggest names in the UK financial advisory sector including Sesame, Tenet, the Exchange and Burns Anderson. Sammedia supports over 500 advisory firms.

Mike Free, CEO of Sammedia says, “FinQS is an excellent fit for Sammedia both in terms of the skills and experience of the management team and their use of really innovative technology. Bringing our suite of products together, along with the passion and creativity of our combined team, means we can deliver a better way for advisory firms to connect with their clients. This is an exciting time for both us and the advisory firms and networks we support.”

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About FinQS

FinQS is a provider of technology and solutions to the financial services industry based in the Midlands. FinQS is a trading name of Financial Quality Solutions Limited. www.finqs.co.uk

About Sammedia

Sammedia Limited, established in 2000, is the leading provider of websites to the UK financial advisory sector. www.sammedia.com

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