



For immediate release:

Optimisa acquires Report International

Latest acquisition extends the Optimisa Group's range of services

[London]: 3rd May 2007

Following the recent announcement of strong 2006 results, marketing services group Optimisa plc (EPIC: OPS) yesterday acquired Report International Limited (RIL), the third acquisition since March 2006. The consideration payable consists of an initial cash payment of an amount equal to 1.25 times the Company's net assets as at 30 April 2007. On the basis of the accounts for the year ended 30 April 2006, this would amount to £261,000. Further cash consideration will be payable amounting to 1.25 times the pre-tax profits of RIL for the eight months ending 31 December 2007. In addition, a second earn out consideration will be payable on the basis of a multiple of RIL's average profit before tax for the two years ending 31 December 2009, up to a maximum of £2.2 million.

RIL (www.reportinternational.com) provides content analysis of national and international media output to support product and market research, brand equity modelling, corporate reputation management and PR campaign planning.

RIL's product offering is complementary to Optimisa's existing businesses and extends the scope of the Optimisa proposition. Day-to-day operations and the current RIL team will remain the same, however membership of the group will enhance RIL's ability to offer added value around data analytics, marketing effectiveness modelling and competitive intelligence.

Simon Dannatt, Chief Executive of Optimisa, said of the deal: "We are very pleased to bring Report International on board. Their unique understanding of the world's media and the insight they can offer to our clients across the Group brings immediate opportunities for collaboration."

Mike Daniels, Joint Managing Director of Report International, comments: "Our membership of Optimisa gives us the strength to stretch our capabilities and to develop our methodology leadership into commercial leadership. The group is committed to helping us grow and strengthen our media analysis capabilities. We believe that working with the other companies in the Group will dramatically enhance our ability to link media outputs to audience outcomes, which is an increasing focus for our clients."

---ENDS---



---NOTES FOR EDITORS---

Optimisa plc (www.optimisapl.com) is an AIM-listed holding company in the marketing services sector (EPIC: OPS). Optimisa Group is positioned in the space between the large management consultancies and the traditional market research, market intelligence and business intelligence providers. The Group companies share a common desire to deliver high-value, commercial market and marketing advice to help clients to grow their businesses profitably. The Optimisa Group continues to grow, organically and through acquisition. The Group currently comprises kae: marketing intelligence (www.kae.com), nxtMOVE (www.thenxtmove.com), Andrew Irving Associates (www.aiaresearch.co.uk) and Report International (www.reportinternational.com).

---CONTACT---

Caroline Dundas
020 7960 3300
caroline.dundas@optimisapl.com

#####