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288a

Please complete in typescript,
or in bold black capitals.

CHFP025

APPOINTMENT of director or secretary (NOT for resignation (use Form 288b) or change of particulars (use Form 288c))

Company Number 541295

Company Name in full

GUINNESS WORLD RECORDS LIMITED

Date of
appointment

Day Month Year
2 2 0 8 2 0 0 5

†Date of
Birth

Day Month Year
1 3 1 2 1 9 5 6

Appointment form Appointment as director

☒

as secretary

Please mark the appropriate box. If appointment
is as a director and secretary mark both boxes.

NAME *Style / Title

Mr

*Honours etc

Notes on completion
appear on reverse.

Forename(s)

BRUCE

Surname

STEINBERG

Previous
Forename(s)

Previous
Surname(s)

Usual residential
address ††

58 Froggnal

Post town

London

Postcode

NW3 6XG

County / Region

Country

†Nationality

American

†Business occupation

Company Director

†Other directorships
(additional space overleaf)

PLEASE SEE ATTACHED LIST

I consent to act as ** director / ~~secretary~~ of the above named company

Consent signature



Date

24/08/2005

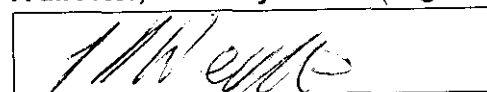
* Voluntary details.

† Directors only.

**Delete as appropriate

A director, secretary etc must sign the form below.

Signed



Date

24/08/2005

(** a director / ~~secretary~~ / administrator / administrative receiver / receiver manager / receiver)

You do not have to give any contact
information in the box opposite but if you
do, it will help Companies House to
contact you if there is a query on the
form. The contact information that you
give will be visible to searchers of the
public record.

Ashurst

Broadwalk House, 5 Appold Street, London, EC2A 2HA

Tel 020 7638 1111

DX number 639

DX exchange London/City



When you have completed and signed the form please send it to the
Registrar of Companies at:

Companies House, Crown Way, Cardiff, CF14 3UZ DX 33050 Cardiff
for companies registered in England and Wales or

Companies House, 37 Castle Terrace, Edinburgh, EH1 2EB

for companies registered in Scotland

DX 235 Edinburgh

Company Number

† Directors only.

† Other directorships

NOTES

Show the full forenames, NOT INITIALS. If the director or secretary is a corporation or Scottish firm, show the name on surname line and registered or principal office on the usual residential line.

Give previous forenames or surname(s) except:

- for a married woman, the name by which she was known before marriage need not be given.
- for names not used since the age of 18 or for at least 20 years

A peer or individual known by a title may state the title instead of or in addition to the forenames and surname and need not give the name by which that person was known before he or she adopted the title or succeeded to it.

Other directorships.

Give the name of every company incorporated in Great Britain of which the person concerned is a director or has been a director at any time in the past five years.

You may exclude a company which either is, or at all times during the past five years when the person concerned was a director, was

- dormant
- a parent company which wholly owned the company making the return, or
- another wholly owned subsidiary of the same parent company.

BRUCE STEINBERG

List of directorships currently held or held in the last 5 years

HIT Entertainment Limited
Gullane Entertainment Limited
Guinness World Records Limited
The Media Merchants Television Company Limited
Gullane (Thomas) Limited
HIT Entertainment Finance Limited
Two Way TV Limited
Fox Kids Europe Limited
i-spire Plc