

EXCEL MARKETING ASSOCIATES LIMITED

ABBREVIATED ACCOUNTS

YEAR ENDED 31 AUGUST 2004

Registered Number : 4267294



EXCEL MARKETING ASSOCIATES LIMITED

ABBREVIATED ACCOUNTS

Year ended 31 August 2004

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EXCEL MARKETING ASSOCIATES LIMITED

ABBREVIATED BALANCE SHEET

Year ended 31 August 2004

	Notes	2004		2005	
		£	£	£	£
FIXED ASSETS	7		284		379
CURRENT ASSETS					
Debtors	5	1,325		972	
Cash at bank and in hand		<u>5,126</u>		<u>9,535</u>	
		6,451		10,507	
CREDITORS : Amounts falling due within one year	6	<u>(3,497)</u>		<u>(2,586)</u>	
Net current assets			<u>2,954</u>		<u>7,921</u>
NET ASSETS			<u>3,238</u>		<u>8,300</u>
CAPITAL AND RESERVES					
Equity share capital	8		2		2
Profit and loss account			<u>3,236</u>		<u>8,298</u>
EQUITY SHAREHOLDER FUNDS			<u>3,238</u>		<u>8,300</u>

EXCEL MARKETING ASSOCIATES LIMITED

ABBREVIATED BALANCE SHEET (CONTINUED)

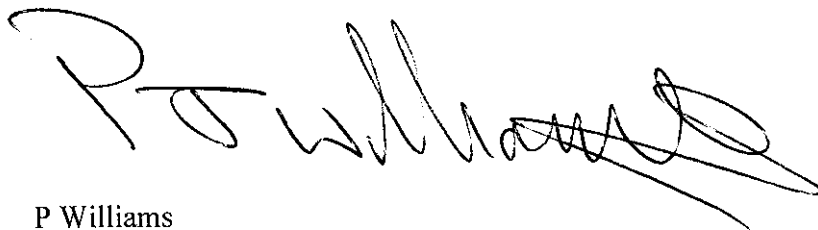
At 31 August 2004

The directors consider that for the year ended 31 August 2004 the company was entitled to exemption under section 249A(1) of the Companies Act 1985. No member or members have required the company to obtain an audit of its accounts for the year in question in accordance with section 249B(2).

The directors have acknowledged their responsibility for ensuring that the company keeps accounting records which comply with Section 221 of the Companies Act 1985 and for preparing accounts which give a true and fair view of the company and of its profit/loss (whichever is applicable) for the year then ended in accordance with the requirements of Section 226 of the Companies Act 1985 and which otherwise comply with the requirements of this Act relating to accounts, so far as applicable to this company.

These financial statements have been prepared in accordance with the special provisions of Part VII of the Companies Act 1985 on the basis that the company qualifies as a small company.

The abbreviated financial statements on pages 3 to 6 were approved by the board of directors on 24 June 2005.

A handwritten signature in black ink, appearing to read 'P Williams', with a large, stylized flourish at the end.

P Williams
Director
24 June 2005

EXCEL MARKETING ASSOCIATES LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS

Year ended 31 August 2004

1. Accounting policies

The financial statements have been prepared under the historical cost accounting convention and in accordance with applicable accounting standards. The following principle accounting policies have been applied:

Turnover

Turnover represents the total amounts derived from the provision of services to customers in the ordinary course of business.

Fixed assets and depreciation

Tangible fixed assets are capitalised and written off over their estimated useful economic lives as follows:

Fixtures and fittings	-	4 years
Computer equipment	-	1 year

Deferred tax

Deferred tax is provided on the liability method in respect of the taxation effect of all timing differences to the extent that tax liabilities are likely to crystallise in the foreseeable future.

2. Debtors

All debtors fall due within one year.

EXCEL MARKETING ASSOCIATES LIMITED**NOTES TO THE ABBREVIATED ACCOUNTS (CONTINUED)****Year ended 31 August 2004****3. Fixed Assets**

	Fixtures, fittings and equipment	Total
	£	£
Cost		
At beginning of year	1,734	1,734
Additions	-	-
As at 31 August 2004	1,734	1,734
Depreciation		
At beginning of year	1,355	1,355
Charge for the year	95	95
As at 31 August 2004	1,450	1,450
Net Book Value		
As at 31 August 2004	284	284
As at 18 August 2003	379	379
-		

4. Called up share capital

	2004 and 2003	
	No. of shares	Value £
Authorised		
Shares of £1 each	<u>1,000</u>	<u>1,000</u>
Allotted, called up and fully paid		
Share capital	<u>2</u>	<u>2</u>