

Registered Number: 04327309

DIRECT ADVERTISING SOLUTIONS LIMITED

ANNUAL REPORT

FOR THE PERIOD ENDED 30TH NOVEMBER 2003



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DIRECT ADVERTISING SOLUTIONS LIMITED

DIRECTORS' REPORT

FOR THE PERIOD ENDED 30TH NOVEMBER 2003

The Directors present their report and the financial statements of the Company for the period ended 30th November 2003.

ACTIVITIES

The Company has not traded during the period and in the Directors' opinion the Company is dormant within the meaning of Section 250 of the Companies Act 1985 (as amended).

DIRECTORS

The directors who served during the year were as follows:

S Paterson

DIRECTORS' SHARE INTERESTS

No director had any interest in the share capital of the company during the year.

The interests of Mr. S Paterson in the share capital of other Group companies is disclosed in the financial statements of Johnston Press plc, the company's ultimate parent company.

AUDITORS

The Company has exercised its entitlement under Section 250 of the Companies Act 1985 (as amended) to dispense with the requirement to appoint auditors.

DIRECT ADVERTISING SOLUTIONS LIMITED

DIRECTORS' REPORT

FOR THE PERIOD ENDED 30TH NOVEMBER 2003(Continued)

LAYING OF REPORT AND ACCOUNTS

The Company has passed an elective resolution dispensing with the requirement to lay reports and accounts before the Company in general meeting.

Under the provisions of Section 253(2) of the Companies Act 1985 (as amended), a member has the right to require the reports and accounts to be laid before the Company in general meeting. The member must deposit notice of intention to exercise such right at the registered office of the Company within twenty eight days of the date of this report.

BY ORDER OF THE BOARD

Director



Date 29/6/04

DIRECT ADVERTISING SOLUTIONS LIMITED
STATEMENT OF DIRECTORS' RESPONSIBILITIES

The Directors are required by UK company law to prepare Financial Statements for each financial year which give a true and fair view of the state of affairs of the company as at the end of the financial year and of the profit or loss for the year.

The Directors confirm that suitable accounting policies have been used and applied consistently and reasonable and prudent judgements and estimates have been made in the preparation of the financial statements for the year ended 30th November 2003. The Directors also confirm that applicable accounting standards have been followed and that the financial statements have been prepared on a going concern basis.

The Directors are responsible for keeping proper accounting records, that disclose with reasonable accuracy at any time, the financial position of the company, and enable them to ensure that the Financial Statements comply with the Companies Act 1985. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

BY ORDER OF THE BOARD



Director

29/6/04

Date

DIRECT ADVERTISING SOLUTIONS LIMITED

BALANCE SHEET AS AT 30TH NOVEMBER 2003

	2003 £
CREDITORS: Amounts falling due after more than one year	
Amounts due to group undertaking	(1)
CAPITAL AND RESERVES	
Called up share capital	
100 Ordinary shares of £1 Authorised:	
Allotted and fully paid	1
Profit and loss account	
	(1)

For the period ended 30 November 2003 the company was entitled to exemption under section 249AA(1) of the Companies Act 1985.

No 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 acknowledge their responsibility for:

- a) Ensuring the company keeps accounting records which comply with section 221;
- b) Preparing accounts which give a true and fair view of the state of affairs of the company as at the end of it's financial period, and it's profit and loss for the financial year in accordance with section 226, and which otherwise comply with the requirements of the Companies Act relating to the accounts, so far as applicable to the company.

The financial statements on pages 4 to 5 were approved by the Board of Directors on and were signed on its behalf by:

Director



DIRECT ADVERTISING SOLUTIONS LIMITED

NOTES TO THE FINANCIAL STATEMENTS - 30TH NOVEMBER 2003

1. PRINCIPAL ACCOUNTING POLICIES

Basis of Preparation

The financial statements have been prepared on a consistent basis in accordance with applicable Accounting Standards in the United Kingdom and with the historical cost convention.

2. EMPLOYEES AND DIRECTORS

The only employees during the period were Directors.

No Director received, nor was due, any emoluments during the period.

The emoluments of the director that is also a director of the ultimate parent company is paid by other group companies. There is no recharge made for the services of these directors. It is not possible to make an accurate apportionment of the emoluments in respect of each subsidiary undertaking.

3. ULTIMATE PARENT COMPANY

The company is a subsidiary undertaking of Johnston Press plc.

The only group in which the results of the company are consolidated is that headed by Johnston Press plc. The accounts of Johnston Press plc are available to the public and may be obtained from Johnston Press plc, 53 Manor Place, Edinburgh, EH3 7EG.