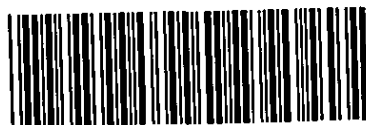


Company Registration No. 5083626 (England and Wales)

MEDIA INTELLIGENCE PARTNERS LIMITED
ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2007

WEDNESDAY



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MEDIA INTELLIGENCE PARTNERS LIMITED

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MEDIA INTELLIGENCE PARTNERS LIMITED

ABBREVIATED BALANCE SHEET

AS AT 31 MARCH 2007

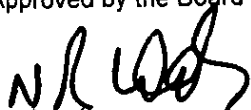
	Notes	2007 £	£	2006 £	£
Current assets					
Debtors		19,380		8,991	
Cash at bank and in hand		12,439		2,233	
		<u>31,819</u>		<u>11,224</u>	
Creditors: amounts falling due within one year		<u>(41,768)</u>		<u>(49,740)</u>	
Total assets less current liabilities			<u>(9,949)</u>		<u>(38,516)</u>
Capital and reserves					
Called up share capital	3		1,000		1,000
Profit and loss account			<u>(10,949)</u>		<u>(39,516)</u>
Shareholders' funds			<u>(9,949)</u>		<u>(38,516)</u>

In preparing these financial statements

- (a) The directors are of the opinion that the company is entitled to the exemption from audit conferred by Section 249A(1) of the Companies Act 1985,
- (b) No notice has been deposited under Section 249B(2) of the Companies Act 1985, and
- (c) The directors acknowledge their responsibilities for
 - (i) ensuring that the company keeps accounting records which comply with Section 221 of the Companies Act 1985, and
 - (ii) preparing accounts 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 its profit or loss for the financial year in accordance with the requirements of Section 226, and which otherwise comply with the requirements of this Act relating to accounts, so far as applicable to the company

These abbreviated accounts have been prepared in accordance with the special provisions of Part VII of the Companies Act 1985 relating to small companies

Approved by the Board and authorised for issue on 21 May 2007



Director

MEDIA INTELLIGENCE PARTNERS LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2007

1 Accounting policies

A summary of the principal accounting policies, all of which have been applied consistently throughout the year and the preceding year, is set out below

1.1 Accounting convention

The financial statements are prepared under the historical cost convention

It is the intention of the directors to financially support the company in order that it can meet its day to day working capital requirements. On this basis the directors considers it appropriate to prepare the financial statements on the going concern basis. The financial statements do not include any adjustments that would result from a withdrawal of the financing by the directors

1.2 Turnover

Turnover represents amounts receivable for goods and services net of VAT and trade discounts

1.3 Deferred taxation

Deferred taxation is provided in full in respect of taxation deferred by timing differences between the treatment of certain items for taxation and accounting purposes. The deferred tax balance has not been discounted

5 Control

The company is controlled by the directors

	2007	2006
	£	£
3 Share capital		
Authorised		
1,000 Ordinary shares of £1 each	<u>1,000</u>	<u>1,000</u>
Allotted, called up and fully paid		
1,000 Ordinary shares of £1 each	<u>1,000</u>	<u>1,000</u>

4 Transactions with directors

At the balance sheet date loan balances owed to directors was as follows: N Longworth £7,500 (2006 £7,500), P Mourdant £7,500 (2006 £7,500), N Wood £8,029 (2006 £8,029). No interest is charged on any of these loans and there is no specified date by which the loans have to be repaid to the directors

5 Control

The company is controlled by the directors