

PURE PUTS ITS WEIGHT BEHIND CLEAR ROADMAP FOR MIGRATION TO DIGITAL RADIO

DIGITAL RADIO WORKING GROUP REPORT PUBLISHED TODAY

London, 19th December 2008: PURE Digital – the world's leading manufacturer of DAB digital radios – announces its support for the digital radio roadmap proposed by the Digital Radio Working Group in the report published today.

The report sets out clear recommendations for a timetable for radio to migrate from analogue to digital, which the Group believes is achievable by 2017. The report will now be considered by Lord Carter as a key aspect of the "Digital Britain" report due later this year.

The UK has led in the take up of DAB digital radio. Nearly 20% of the UK population already has access to digital radio via DAB, TV and the Internet and this number continues to grow rapidly. PURE, a UK based company, leads in DAB product sales and market-development worldwide.

The deployment of DAB digital radio has not only created wider station choice for consumers but has also enabled PURE to innovate with many new radio features, including: electronic programme guides; pause and rewind of live radio; Intellitext entertainment data; and downloadable music.

Paul Smith, PURE's general manager says: "We are pleased that a clear roadmap to a digital radio future for Britain has at last been proposed. We see this as a critical stage in the development of the digital radio market, allowing all stakeholders to plan effectively and provide UK consumers with the confidence needed to get out there and buy. PURE, and its parent company Imagination Technologies, have done more to innovate in the digital radio field than any other brand worldwide and we are looking forward to continuing to give consumers the best in radio and satisfy the demand this proposal is bound to create. The next the next two years will be the most exciting period in DAB yet."

The report is available today from the DCMS (Department of Culture, Media and Sport) website:

www.culture.gov.uk

Please visit www.pure.com or call 0845 1489001 for more information.

About DAB Digital Radio

Digital Radio means more stations, more choice and more content for listeners. DAB digital radios feature innovative design and features and are available in a huge variety of types ranging from personal to portable and micro-systems to clock radios. The radios are easy to use and to tune thanks to the alphabetical station listing. Some allow the user to pause, rewind and record live radio.

About the Digital Radio Working Group

The Digital Radio Working Group was formed in November 2007 by the Secretary of State for Culture, Media and Sport. Its purpose was to bring together senior figures from the radio industry and related stakeholders under an independent Chair, to consider three questions:

- What conditions would need to be achieved before digital platforms could become the predominant means of delivering radio?
- What are the current barriers to the growth of digital radio?
- What are the possible remedies to those barriers?

About PURE Digital

PURE Digital is the world's leading manufacturer of DAB digital radios and the creator of the EVOKE family, the most popular DAB radios in the world. A UK business using UK technology, PURE Digital offers the widest range of award-winning DAB radios. PURE Digital is a division of Imagination Technologies Group plc. See www.pure.com.

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