

PRESS RELEASE**PLUS stock exchange targets investors and private client brokers at Edinburgh roadshow*****Briefing to be held at The Balmoral to demonstrate offering for retail investors***

London, 26 April 2010 - The PLUS stock exchange is sponsoring a roadshow briefing at The Balmoral in Edinburgh aimed at private investors, private client brokers and analysts. The event, to be held on Thursday 29th April 2010, will showcase growth company investment opportunities on the exchange.

Three's a Crowd, the PLUS-quoted events management firm, is the main organiser of the roadshow in partnership with PLUS. The event will involve key market participants such as private client investment managers, private investors, and retail brokers, who will have the opportunity to meet and talk with senior management from successful PLUS companies around the UK about their businesses and the potential investment opportunities they present. PLUS companies attending include:

- **Frontier IP Group** (ticker: FIPP) – Frontier IP Group specialises in the commercialisation of intellectual property. It establishes partnerships with individual universities and research institutions to assist with their spin-out activities and help maximise the commercial value of technologies emerging from their research programmes.
- **Innovative Software Direct** (ticker: ISDP) – Innovative Software Direct is an IT based company specialising in the provision of best of breed ICT solutions. It aims to provide clients with solutions that deliver maximum control, enhanced performance, cost reductions and importantly Carbon reductions.
- **National Milk Records PLC** (ticker: NMRP) - Formerly part of the Milk Marketing Board, National Milk Records plc is involved with the collection of milk samples from dairy cows, the recording of data i.e. milk yields, calving, and dry periods, laboratory analysis and providing information to the farmer about the individual animal and the herd. This information is used to assist the farmer in improving the efficiency of milk production.

Paul Haddock, Head of Capital Markets at the PLUS stock exchange, said: *"The Edinburgh roadshow follows our recent successful event held in Manchester. These briefings are a key part of a broader initiative by PLUS to raise the profile and visibility of companies on our market."*

"Nothing makes the case more convincingly than successful PLUS-quoted companies who are enjoying the benefits of being on our exchange and, since the private investment community is so important to growth companies, we are committed to helping companies with a good story to tell to access this vital audience."

Mark Emms, CEO of Three's a Crowd, said: *"We are well aware of the urgent need, as a small quoted company, for constant investor relations efforts to support liquidity – and the importance of promoting and introducing ourselves to the private investor audience. They are the lifeline of growing companies, and we're absolutely delighted that the PLUS stock exchange is playing a key role in support of this."*

PLUS is focused on serving the specific needs of the private investor. The exchange gives investors the chance to access innovative financial products, as well as providing access to growth companies. PLUS has built a reputation as a market for non-standard products, and plans to further broaden the offering and list diverse asset classes in 2010.

The Balmoral is located at 1 Princes Street, Edinburgh. For more details and to register interest, please visit www.plusroadshow.com or call Three's a Crowd at 0845 127 6676. The roadshow is sponsored by Shares, MoneyAM and St Helens Capital Partners LLP.

END.*Notes to editors:*

PLUS Markets is a stock exchange in London with Recognised Investment Exchange status. Its offering includes the full range of stock exchange activities, namely: listing/quotation destinations, trading, and the provision of proprietary market data. As a listing and quotation destination, the PLUS primary market offers companies, funds, market professionals/issuers straightforward and cost-effective access to London's capital markets. Growth companies can float on the PLUS-quoted market, an exchange-regulated market with clear, flexible and transparent entry criteria, while the PLUS-listed market offers a choice of admission options for companies or funds and provides access to the Official List of the FSA's UK Listing Authority (Standard or Premium segments).

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