



02 July 2010

For immediate release

College Hill wins STV brief

STV, Scotland's digital media company, has appointed College Hill – part of College Group – to provide financial PR and corporate communications advice.

Headquartered in Glasgow, the company has tasked College Hill's Media and Leisure teams with raising its corporate profile. Averaging four million viewers per month on its broadcast channel, STV also attracts more than 1.3 million unique users each month on stv.tv.

Additionally, STV will receive public affairs support from College Public Policy – also part of College Group.

Commenting on the appointment, Partner James Hogan said: "STV has an exceptionally strong management team with a clear and defined vision focused on new media and the ever-expanding digital landscape.

"It is a media business that truly understands digital and how to monetise its potential. This is an exciting time for STV as it looks to educate the markets about its progress. Our role will be to ensure that the share price accurately reflects the new shape of the business and the economic fundamentals underpinning it."

STV's Chief Executive, Rob Woodward, said: "We'll be working with a fantastic team at College Hill, who have a strong understanding of our business and our future growth plans. STV has a great story to tell at what is a very interesting time for digital media companies, and we know that College Hill will be an excellent source of advice and expertise in this area. We very much look forward to working with them."

-ENDS-

ENQUIRIES:

College Group

Donna Zurcher, Managing Director

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Notes for Editors:

About College Group

College Group is a growing international business communications consultancy with offices in Europe, China, India, South Africa and the United States. College Group's wide range of complementary practices provides advice to clients around the world on communicating with their principal stakeholders. Areas of expertise include financial public relations and investor relations, with specialist industry sector teams; corporate public relations; public affairs; branding; financial reporting and digital; risk and crisis management; healthcare and life sciences; employee engagement and strategic research consultancy. For more information, visit thecollegegroup.com.