

PRESS RELEASE
May 8th 2001



Passion for the Planet – the new rock'n'roll

Radio company Passion for the Planet intends to make health and the environment the new rock'n'roll.

Passion for the Planet is planning to provide the UK's first health and environment focused radio service as part of the Digital Radio Group's bid to win the 3rd and final London digital radio multiplex licence. If the bid is successful Passion for the Planet will launch a fresh, innovative and exciting addition to the expanding DAB Digital Radio market.

Passion for the Planet will tap into growing interest (particularly amongst 30+ ABC1s) in health and environmental issues. Supporting this strategy is some interesting recent research by MORI. This reveals that 24% of people surveyed had actively sought information about environmental issues.

If 24% of the 8.5 million people within the London 3 multiplex's transmission area listened to Passion for London for their environmental information the resulting revenue from sales could exceed £12 million per annum.

Passion for the Planet's business model is based on more conservative estimates of audience reach but Managing Director Chantal Cooke is convinced that Passion for London makes perfect business sense, "Passion for the Planet will tap into the increasing empowerment of the ethical consumer. A recent survey found that top UK chief executives are more fearful of falling foul of environmental and consumer groups than they are of ministers or trade unions. This gives the public tremendous influence over the attitudes and practices of business. But for that power to be effective the public needs an accessible and credible source of information. That's the role Passion for the Planet intends to make its own and we're confident we'll attract a significant audience. A clearly targeted "green pound" spending audience is valuable to the growing number of companies that are keen to establish their ethical credentials".

Covering areas including complementary and orthodox medicine, conservation, personal health and fitness, ethical consumerism, personal development and investments in FTSE4Good listed companies, Passion for the Planet promises to be both informative and entertaining. "The interviews and features will reflect mounting concerns for the planet and its population, but there'll be no preaching" guarantees Passion for the Planet's Director of Programming Kenny Stevens, "We intend to do for health and environmental issues what BBC2's 'Working Lunch' has done for business news".

And business is interested, with alliances formed with major green companies. Kwikpower International, which converts agricultural by-products and waste oil into clean petrol and diesel, and Mercury Recycling the UK's only licensed recycler of fluorescent tubes and street lights, have both added their support to Passion for the Planet's bid for a radio licence.

Chantal Cooke says, "Our environment is, and must continue to be, a hot topic, that's why the support of large companies such as Kwikpower International and Mercury Recycling is so exciting. We have the same vision of a greener, more environmentally sympathetic future, and both companies are already proving that this vision is commercially viable".

Note to Editors:

- Chantal Cooke and Kenny Stevens are available for interview. Copies of the logo are also available.
- Passion for London is owned by Passion for the Planet Ltd.
- More information about the Digital Radio Group and Passion for the Planet can be found by visiting www.digitalradiogroup.co.uk and www.passionfortheplanet.com
- Kwikpower International plans to float in London and New York and is valued at about \$5 billion.
- Mercury Recycling is planning to float on AIM, it's valued at about £5 million, and its board includes Lord Barnett, former cabinet minister and vice chairman of the BBC.