



Immedia Group PLC - IME New Contract
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Immedia Group Plc

("Immedia")

Immedia provides digital music services to O2 stores in the UK

Immedia Group PLC (AIM:IME), a premier UK supplier of digital music, entertainment and commerce channels to leading brands, is pleased to announce that it has signed a two year contract with Telefonica UK Ltd to provide music to 467 O2 stores in the UK. Immedia will also supply equipment and maintenance services.

Immedia is working with O2 on a number of strategic marketing initiatives based around music, which is a key element of the O2 proposition. This will include creating brand features for O2 Priority and O2 Tracks with artists such as Ed Sheeran, Jessie J and Cheryl Fernandez-Versini introducing the music in-store.

Bruno Brookes, CEO of Immedia, commented "We are delighted to be working with O2, specifically helping to develop its music and entertainment experience in-store. Music plays a big part in the O2 brand and we are proud to be involved."

- ENDS -

For further information please contact:

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