



PRESS RELEASE

Edge Performance VCT sees investment in Global Dawn more than double in value

25 March 2010: Specialist entertainment and media industry fund manager Edge Investment Management Limited has announced that it is revaluing the £2.9m stake in digital marketing service provider Global Dawn held by Edge Performance VCT, more than doubling its value to just over £6.5m following a third party funding round.

Global Dawn first came to prominence as the creator of the 1Click2Fame online talent platform it devised for Tesco (www.1click2fame.com). It expects to announce a further deal to power the digital engagement campaign of another leading consumer brand shortly.

The announcement highlights Edge Investment Management's expertise in the entertainment and media sector which has already seen it invest in the promoters of hundreds of live concerts and festivals and led it to buy a stake in Aim-listed character merchandising company Coolabi.

Edge Performance VCT was launched in 2006 and has gone on to become the biggest single venture capital trust fund in the UK. With three weeks to go to the closing date, its latest 'G' Share offer has already raised £17m.

Edge Performance's stake in Global Dawn is divided equally between the company's 'C' Share and 'D' Share pools. It has been revalued following the investment round in August 2010 in which a number of third-party investors also participated, and the subsequent successful achievement of a number of key milestones.

The revaluation is likely to have a significant positive impact on the Net Asset Values of the 'C' and 'D' Shares, but this will only be confirmed after completion of an audit of all of the company's investments and the approval of the Company's annual report, current scheduled for June 2011.

Edge Investment Management Director David Glick said, "Global Dawn is a classic case of a start-up with a bright idea which needed the risk capital that only a specialist VCT like Edge Performance could provide. We believe our intimate knowledge of the entertainment and media sector gives us an advantage not only in picking winners like Global Dawn, but also in helping nurture them."

Glick said the Global Dawn investment is an important pointer to the direction Edge Investment Management will take with its newest fund, Edge Encore VCT, which will focus on the kind of medium term 7-10 year investments more commonly associated with higher returns.

“The fact that we can achieve more than a doubling in value on Global Dawn within such a short time – albeit as yet unrealised - is just a taste of what we’re aiming for in the 7-10 years available to Edge Encore,” he said. “We continue to believe there are great opportunities in the media and entertainment business for those who really understand the sector.”

A full prospectus for both Edge VCTs, and other current Edge offers is available to download from www.edge.uk.com

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