

PRESS RELEASE

15 June 2006

GCAP MEDIA APPOINTS SOMETHIN' ELSE & OPTIMISTIC FOR FIRST SELF-FUNDING RADIO QUIZ SHOW

GCap Media, the UK's largest commercial radio company, today announced that in a first for the industry, it had commissioned a new radio quiz show which will be entirely self-funded from premium rate phone calls.

The programme, entitled **Cash Call**, will be produced by **Somethin' Else**, the UK's leading cross-platform production company, and **Optimistic Media**, the participation and entertainment TV production arm of Optimistic Entertainment plc. The programme is the first to be produced by both companies as part of a global joint partnership to create participation quiz shows for radio.

Cash Call will broadcast live every Sunday from 12.00-2.00am across most of GCap's One Network stations and will be hosted by **Capital Radio's Chris Brooks**. Listeners can take part by phone to win a minimum of £1500 in cash prizes in each show. The broadcasts will feature segments such as *Mystery Voice* and *Guess the Noise* and the quizzes will be virtually uninterrupted with no commercial breaks and only three music tracks played during the show. The first programme is due to be broadcast in the next few weeks.

Dirk Anthony, Group Programming Manager at GCap Media, commented:

"Radio is at its best when it's interactive and prize competitions have always been a popular format with our listeners. By creating a dedicated quiz show, we're giving listeners a great new way of interacting with the station while implementing our strategy to develop new revenue opportunities."

Steve Ackerman, Managing Director of Somethin' Else, said:

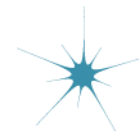
"We are thrilled that our new joint venture with Optimistic has successfully received its first commission from GCap Media. We have confidence in the format and hope very much that it will become a real alternative to traditional advertiser-funded programming."

Carolyn Maze, Managing Director, Optimistic Entertainment, added:

"This unique partnership enables us to translate our participation TV expertise to commercial radio for the first time. We are obviously keen to expand the interactive quiz show format across a wide range of platforms."

Somethin' Else is unique in its cross-platform approach to broadcasting, exemplified by its work with the hit40UK brand which it has brought to television, radio, mobile and online across the globe.

Optimistic Entertainment introduced the concept of participation TV in the UK and has recently been the first to introduce the concept into the USA through its partnership with GameShow Network.



The quiz programmes will be produced by Samantha Bryant of Somethin' Else. They will be Executive Produced by Steve Ackerman, Managing Director, Somethin' Else, and Director of Content at Optimistic Media, Simon Willis.

Ends

Editor's Notes:

About GCap Media

GCap Media was launched in May 2005 following the merger of GWR Group plc and Capital Radio plc. With 48 locations across the UK, it now owns 57 analogue and 100 digital stations. The Group's radio stations include recognisable brands such as Classic FM, Capital Radio and Xfm and Sony Digital Station of the Year, Planet Rock.

Further information on GCap Media can be found at www.gcapmedia.com

About Somethin' Else

Somethin' Else is one of the UK's largest cross-platform independent production companies. It leads the field in independent radio production (producing more hours of radio programming than any other company) and is the UK's biggest international radio syndicator, distributing content to over 60 countries worldwide. The company also has an established multimedia, television, talent and DVD production divisions, enhancing its reputation as one of the UK's most dynamic media companies.

Somethin' Else won two prestigious Sony Radio Academy Awards in 2006 and three Sony Radio Academy Awards in 2005, including a Gold Award for *The Selector*, its weekly music show for FCUK FM. Other accolades include: Sony Gold Awards in 1999 and 2001 for programming on BBC Radio 1; the Sony Bronze award in 2003 for *Jazz File* (BBC Radio 3); Music Magazine Best Radio Show Award 2002 for *Gilles Peterson Worldwide* (BBC Radio 1); BT Award for Technical Innovation 2000 for *Jazz on 3: High Tide* (BBC Digital radio); BAFTA AWARD 1999 (GTA London) and a BAFTA nomination the year before (BMG Interactive - *You Don't Know Jack*); and two New York Radio nominations in 1999 for *Down the Drain* (BBC Radio 4) and *Jazz on 3* (BBC Radio 3).

The company's multimedia arm received an interactive BAFTA in 2000 and a BT Radio Academy Award for Innovation in 1999 for the first ever multimedia digital radio production.

Somethin' Else is headed by co-founders, Jez Nelson, Creative Director, and Sonita Alleyne, Chief Executive Officer, John Sanderson, Chairman, and board members, Steve Ackerman, Managing Director, and Paul Bennun, Director of Strategy.

Further information about Somethin' Else can be found at www.somethin-else.com

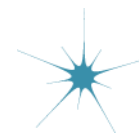
About Optimistic Entertainment

Optimistic Entertainment plc is an interactive entertainment and digital media group producing content for proprietary and third party networks.

Optimistic Media develops, produces and distributes interactive TV content and IP. Recent productions include:

- 'Flipside TV', for Channel 4, Paramount and VH1
- 'Pop the Q', for The Music Factory, part of MTV
- 'The Soup', the celebrity gossip show and E! Entertainment's first non-US, third party commission

The company was founded in 2002 by Jasper Smith (former CEO of Static2358, the interactive games channel sold to OpenTV) and David Brook (formerly director of Strategy, Marketing and Sport at Channel 4).



Optimistic Entertainment was listed on AIM in January 2004 (ticker: OEP). Further information on Optimistic Entertainment can be found at www.oepic.com

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Press contacts:

Mark Boustead and Sean Harris
Franklin Rae Communications
020 7317 5400
mark@franklinrae.com/sean@franklinrae.com