

Feedback plc (the “Company” or “Feedback”)

Grant of options

Feedback today announces that the Board has approved the grant of share options to David John Sawyer, Chief Executive, and Gerard Bushell, Executive Director, under the Company’s Enterprise Management Incentive (EMI) Option Scheme (the “Option Scheme”).

Name	No. of options granted	Exercise Price (pence)	Total number of shares under option	Exercise period
David John Sawyer	2,666,666	3.75	2,666,666	20 July 2010 - 20 July 2017
Gerard Bushell	1,374,666	3.75	1,374,666	20 July 2010 - 20 July 2017

All shares and options relate to 0.25p ordinary shares.

Under the Option Scheme, option holders may exercise 50 per cent. of the options granted at any time after 3 years from the date of grant until the end of the exercise period. The option holders may exercise the remaining 50 per cent. of the options at any time after 3 years from the date of grant subject to the ordinary shares admitted to AIM achieving a mid-market price of 10 pence or more for a minimum period of 90 days.

David John Sawyer also has a beneficial interest in 510,000 ordinary shares in the Company representing 0.51 per cent. of the Company’s issued ordinary share capital.

Gerard Bushell also has a beneficial interest in 250,000 ordinary shares in the Company representing 0.25 per cent. of the Company’s issued ordinary share capital.

20 July 2007

Enquiries:

Feedback Plc

Jed Bushell

01892 653322

Nominated Adviser & Broker

Charles Stanley Securities

0207 149 6000

Philip Davies / Carl Holmes