

18 February 2011

**Feedback Plc**  
**(“Feedback” or the “Company”)**

**Directorate Change**

The Board of Feedback announces the appointment of Mark Bird as Director of Sales and member of the Board of Directors of Feedback with immediate effect.

Mr Bird has extensive sales and business development experiences gained in a variety of sectors. He was co-founder and sales director of Cayder Limited, a start up medical software business between 2009 and 2011. Previously he was group sales and business development director at Steljes Ltd, the technology distribution business between 2007 and 2008 and a director at Bullet Point Presentations Limited between 2002 and 2004 where he led the sales team through the fastest growth period in the company's history.

**Nick Shephard, Executive Chairman of Feedback commented:** “We are delighted that Mark has agreed to join the Company. Having worked closely with Mark in the past I am convinced he will be a great addition to the Board and the Company as a whole. We are in the process of transforming Feedback into a more sales-driven organisation and with his proven track record Mark is ideally suited to lead this process.”

Mark Peter Bird, aged 46, holds or has held in the last five years the following directorships:

Current

Tritouch Limited

Previous

Bullet Point Presentations Limited

Steljes Limited

Cayder Limited (formally CY Health Limited)

Save as disclosed above, there is no further information to disclose in respect of Mark Bird under Schedule 2 paragraph (g) of the AIM Rules.

**Enquiries:**

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