

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

Directorate Change

The Board of Feedback is pleased to announce the appointment of Mr. David Barton as a Non Executive Director of the Company with immediate effect.

Mr Barton is a Chartered Accountant having qualified with Coopers & Lybrand in 1969. Leaving a career in professional services he was a founder shareholder, in the mid 70's, of the Nugent Group plc, a specialist refurbishment contractor, albeit that this company became a casualty of the building recession, and was put into creditor's voluntary liquidation in 1994. David was instrumental in the formation of two marketing companies in the early 1980's. The first was based in New York, which was subsequently sold to the local management, and the latter was London based, and sold to a publicly quoted agency. Furthermore, David was a founding director and shareholder of Smart Voucher Ltd, which developed an internet payment system, which now trades under the name of 'Ukash'.

In addition to the above, David has been non executive chairman of two quoted public companies, and is currently a non executive director of Ruffler Bank plc.

David Sawyer, Chief Executive, commented “I am delighted that David Barton has joined the Company, and welcome him on to the Board. I am certain his valuable experience will be a great asset to the Company going forward”

In accordance with Schedule 2 (g) of the AIM Rules:

David Barton aged 62, has the following directorships:

Current Directorships

Huntley Securities Ltd

A1 Credit Ltd

Ruffler Bank plc

55 Hans Place Management Company Limited

Past Directorships

Spy Missions Ltd

All New Video Plc

Merchant Securities Plc

Flexifoil International Ltd

Smart Voucher Ltd

56 Hans Place Management Limited

Harnett Milan plc

Plantasia Ltd

Star Garage Ltd

Smart Value Limited

Smart E-Money Limited

The Nugent Group Plc

25 July 2007

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