

[25] February 2011

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

Grant of Options

The Company announces that, following approval by the Remuneration Committee, it yesterday granted options over 1,000,000 ordinary shares of 0.25p each (the “Options”) to Nick Shephard, Executive Chairman of the Company.

The Options are exercisable at a price of 1.63 pence per ordinary share, based on the closing mid market price of an issued ordinary share on the business day prior to the grant, as derived from the daily official list. The Options may be exercised, in whole or in part at any time from 24 February 2014 until 23 February 2021, subject to certain performance criteria being achieved.

Following the grant of Options, Mr Shephard holds options over a total of 1,000,000 ordinary shares, representing 0.91 per cent. of the current issued share capital of the Company.

For further information contact:

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