

15 November 2004
For Immediate Release

Media Release

Getmapping Begin Trading on ShareMark

The UK aerial photography and mapping company Getmapping, has announced that its shares are to be traded on ShareMark, the auction-based market designed for small to medium-sized companies, from Monday 15 November 2004.

Getmapping is a UK aerial photography and mapping company offering digital aerial photos and aerial photo prints for areas nationwide.

Commenting on move, Tristram Cary (Chairman and Managing Director) said, "The link with ShareMark is good news for Getmapping shareholders. ShareMark's auction based electronic share trading system will make it much easier than at present for our existing and potential new shareholders to deal and should therefore stimulate the market in Getmapping shares".

Iain Wallace, Managing Director of ShareMark added, "We are delighted to welcome Getmapping onto ShareMark. We look forward to assisting them with the development of their shareholder base and facilitating cost-effective dealing for their investors.

The first auction will be held on Friday 3 December, and future auctions will be held on the first Friday of each month at 15:00.

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For more information, please contact:

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 - Simon Kutner, PR Executive – 01296 439 263
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Notes for Editors:

1. ShareMark (www.sharemark.co.uk) was launched in June 2000 to meet the needs of small and medium-sized companies who require a trading platform for their shares. ShareMark is specifically designed to overcome some of the weaknesses inherent with the other markets for small and medium-sized companies, namely OFEX and AIM – principally the wide bid/offer spreads arising from a lack of liquidity in a company's shares.
2. ShareMark uses an auction-based system that allows buyers and sellers to trade a company's shares directly with each other over the Internet. Auctions can be held on a weekly, monthly, or even a quarterly basis. Buyers and the sellers benefit from greater transparency in the sales process and their dealing costs are reduced, as there is no market-maker taking a margin. These factors help to encourage a more active secondary market in a company's shares.
3. ShareMark is designed to appeal to companies who seek a trading platform and, for those who are traded elsewhere, would like to benefit from the increased liquidity that ShareMark encourages.
4. ShareMark is wholly owned by Share plc and is administered by The Share Centre Ltd.
5. ShareMark[®] is not a Recognised Investment Exchange and shares traded in ShareMark[®] may be unlisted. It may be difficult for investors to buy and sell those shares and obtain reliable information about their value or the extent of the risks to which the share price is exposed. The share price of shares traded on ShareMark[®] may fluctuate and could fall against investors' interests. The share price may be subject to sudden and large falls in value given the restricted marketability of the shares. Investors may get back less than their initial investment. This document should not be regarded as a solicitation or a recommendation to buy, sell or subscribe to any investment product or service. ShareMark[®] is a registered Trademark.
6. The Share Centre Ltd was formed in 1990 and provides a range of services includes buying and selling shares by Internet, telephone and post, ISAs, PEPs and SIPPS, all with the benefit of free investment advice. For more details contact 0800 800 008, or visit www.share.com