

Proposed merger of Huntsworth Plc and Incepta Group Plc to create a major international marketing and communications group

30 April 2005

Not for release or publication in or into Canada, Australia or Japan.

Merger Offer to close on 13 July 2005

Huntsworth announces that the Merger Offer will remain open for acceptances until 3:00 p.m. on 13 July 2005. As of that time and date, the Merger Offer will be closed.

Incepta Shareholders who wish to accept the Merger Offer, and who have not done so, are therefore urged to complete the Form of Acceptance in accordance with the instructions printed thereon (whether or not their Incepta Shares are held in CREST) and return it duly signed and witnessed (together with their share certificate(s) and/or other document(s) of title, if their Incepta Shares are held in certificated form) either by post or by hand (during normal business hours) to Computershare Investor Services PLC, PO Box No 859, The Pavilions, Bridgwater Road, Bristol BS99 1XZ or by hand only (during normal business hours) to Computershare Investor Services PLC, 2nd Floor, Vintners Place, 68 Upper Thames Street, London EC4V 3BJ as soon as possible and, in any event, so as to be received no later than 3:00 p.m. on 13 July 2005.

Terms defined in the Offer Document dated 17 March 2005 have the same meaning in this announcement.

ENQUIRIES

Huntsworth PLC		Incepta Group plc	
Lord Chadlington	020 7408 2232	Richard Nichols	020 7282 2800
Bridgewell (Lead Financial Adviser)		LongAcre (Financial Adviser)	
Andrew Tuckey	020 7003 3000	Jonathan Goodwin	020 7759 4600
John Craven		Zeph Sequeira	
Numis (Joint Financial Adviser and Broker)		Collins Stewart (Joint Broker)	
Jag Mundi	020 7776 1500	Chris Wells	020 7523 8350
Richard Hall		Mark Connelly	

The Global Consulting Group (PR
Adviser)
Jonathan Shillington

Investec (Joint Broker)
020 7796 4133 David Currie 020 7597 5970
Erik Anderson
Citigate Dewe Rogerson (PR
Adviser)
Patrick Toyne Sewell 020 7638 9571
Fiona Bradshaw