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Reach4Entertainment Enterprises PLC
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reach4entertainment enterprises plc
("r4e", the "Company" or the "Group")

New CEO of Dewynters and acquisition of Jampot Consulting Limited

r4e, the transatlantic media and entertainment marketing group, is pleased to announce the appointment of James Charrington as CEO of Dewynters Limited, the Company's live entertainment marketing and advertising agency in London, with effect from 11 April 2016. James will replace Bob King, who has stepped down as CEO, but will continue to work as a creative consultant to Dewynters until 31 August 2016. Anthony Pye-Jeary, co-founder of Dewynters, has also decided to leave the company at the end of May 2016.

James Charrington began his career in arts marketing at Dewynters in 1989. In 2002, he started the advertising agency Koenig Englaender in Hamburg, turning the city's riverboats and harbour front yellow for The Lion King, as well as working with visitor attractions and football clubs across Germany. In 2006, he took responsibility at Stage Entertainment for commercial activity across Europe. In 2014, he set up Jampot Consulting Limited ("Jampot"), working with, amongst others, the National Theatre and Sonia Friedman on ticketing and marketing strategies.

David Stoller, Executive Chairman, r4e, said:

"We are delighted to welcome James to Dewynters and the r4e Group. He will continue the legacy of excellence established by Robert De Wynter, Anthony Pye-Jeary and Bob King, and we are confident that he will bring further innovation and success for our clients in this fast changing world."

r4e has entered into an agreement with James Charrington to acquire 100 per cent. of Jampot, subject, inter alia, to completion of due diligence satisfactory to r4e and its bankers. The Board of r4e believes the IP in digital marketing that Jampot can bring will be beneficial to the Group and add to its service offering. It has been agreed that the consideration payable for Jampot will be satisfied by the issue of 3,666,666 new ordinary shares in r4e at 1.5p per share, which would represent approximately 0.77 per cent. of the current issued ordinary share capital of r4e.

Enquiries:

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| reach4entertainment enterprises plc David Stoller, Executive Chairman | +44 (0) 20 7968 1655 |
| Allenby Capital (AIM Nominated Adviser and Broker) Jeremy Porter / James Reeve | +44 (0) 20 3328 5656 |
| Novella Communications (Financial PR) Tim Robertson / Ben Heath | +44 (0) 20 3151 7008 +44 (0) 7900 927650 |

Notes to Editors:

reach4entertainment enterprises plc. ("r4e") is a collection of branding, marketing, design and advertising agencies that focus primarily on the theatre, film and live entertainment industries.

r4e's three principal operating divisions are Dewynters Ltd ("Dewynters"), Spot and Company of Manhattan Inc ("SpotCo") and Newman Displays Limited ("Newmans").

Dewynters, which was founded in 1876, is based in London and is a market leader in live entertainment marketing, branding and advertising campaigns.

SpotCo, founded in 1996, is based in New York and is a leading arts and live entertainment advertising and marketing agencies, producing a range of interactive, environmental and print campaigns.

Newmans was founded in 1988 and is the UK's leading large scale outdoor signage, front of house, marquee display and installation company. Clients include major West End theatre productions, leading film companies, cinemas and major global events.

The company is listed on the AIM market of the London Stock Exchange (AIM: R4E)