

Letter of Consent

2nd June 2010

Dear Shareholder,

Important information regarding communications with shareholders

During January 2007, new provisions within the Companies Act 2006 came into force regarding the ways that a company is permitted to communicate with its shareholders. Subject to a resolution being passed by shareholders or the inclusion of relevant provisions within its articles of association, a company can use its website to publish statutory documents and communications to shareholders, such as Annual Report and Accounts, as its default method of publication.

Cellcast plc ("the Company") would like to take advantage of these new regulations; therefore in future we intend to publish all shareholder information, including the AGM Notice of Meeting and Annual Report and Accounts on the Company's website at www.cellcast.tv. Reducing the number of communications sent by post will not only result in cost savings to the Company but will also reduce the impact that the unnecessary printing and distribution of reports has on the environment.

The Company's articles of association contain provisions which permit the Company to publish all shareholder information on the Company's website.

Company law requires that shareholders are asked individually to consent to this method of publication. We are hereby seeking your consent to receive the statutory reports of Cellcast plc via publication on the Company's website.

Please note that if you consent to website publication, you will continue to be notified each time that Cellcast plc places a statutory communication on this website. This notification will be sent to you by post.

Actions to be taken in response to this letter

If you wish to consent to website publication, you do not need to take any action in response to this letter.

If you would prefer to receive these notifications via email then you can register your email address via the share portal: www.capitashareportal.com or complete the reply slip attached to the bottom of the letter.

If you wish to continue to receive hard copies of these communications, you must return the reply slip attached to the bottom of this letter to our Registrars. **If you do not return this slip within 28 days from the date of this letter, we will assume that you have consented to website publication of these documents and you will no longer receive hard copies in the post.**

Finally, may I take this opportunity to remind you of the services that are available to shareholders via the Registrars' website, these include on-line voting, access to your shareholding and dividend history and the ability to amend your dividend mandate details and address online. Please visit www.capitashareportal.com for further information.

Yours sincerely,

A handwritten signature in black ink, appearing to read "E. Guichamaud".

Emmanuelle Guichamaud

Please complete either A or B below:

A) You can be notified when new documents are available on the website via email or post.

1. Email notifications:

If you would like to receive email notification when new documents are available on the web, please register for electronic communication:

a. By entering your contact details at www.capitashareportal.com

b. Or by completing the details below:

Email Address	
Name:	
Investor code*:	
Address:	
Signed/ date:	

2. Postal notifications:

If you would like to receive notifications via post then you need take no further action.

B) If you would prefer to continue receiving all documents in paper form rather than via the Company's website please complete the details below:

Name:	
Investor code*:	
Address:	
Signed/ date:	

(*available on your share certificate)

Return to:

FREEPOST RLYX-GZTU-KRRG, Capita Registrars, Shareholder Administration Support, 34 Beckenham Road, Beckenham, Kent BR3 9ZA