

GLOBAL/GMG MERGER INQUIRY

Third party response to the provisional findings

6 March 2013

Dear Sirs

I wish to put on record that as a buyer of media on behalf of our clients, we can see that the buy out of GMG radio Northeast, namely Real and Smooth radio to be a good thing for the region. With a promise from Global of major investments in these stations it can only improve the excellent response our clients already receive and thus grow their businesses in turn growing ours.

Having worked in the advertising and marketing industry in the Northeast for 27 years I feel I am well placed to state that this merger will not affect the way we buy radio airtime from the stations in the area as the delivery of audience from each station as far as demographic and age range is very different.

The Northeast has on offer a wide and diverse range of strong media for us to choose from including local & regional press, magazines, outdoor and TV and we need investment in our radio stations to be able to continue to offer our clients cost effective marketing plans that work for them. This in turn works for our region by making the businesses we represent successful.

Therefore I would like to think that this buy out will proceed as soon as possible in order for Global to start investing in the stations and for us as media buyers to be able to offer our clients even better value for money and greater response.

I would be more than pleased to discuss this in more detail and can be contacted on the telephone numbers below, should you wish to do so.

Yours sincerely

Mrs Angela McHugh Clark
Managing Director

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