

21 January 2013

PORTA COMMUNICATIONS PLC

("Porta" or the "Group")

**PORTA ACQUIRES ASSETS FROM DIRECT AND DIGITAL MARKETING AGENCY CRAZY HORSE**

Porta, the AIM listed international communications and marketing group, is pleased to announce the acquisition of the goodwill and client list from the former direct marketing agency Crazy Horse Brand Response Limited ("Crazy Horse") earlier this month for an undisclosed sum.

The Board believes that this adds additional expert resource to its international communications and marketing portfolio.

David Wright, Chief Executive Officer of the Group, commented, 'We have been seeking to bring in a sufficiently experienced direct marketing team to continue with our promise to clients of true integration without compromising executional delivery. We've found exactly what we were looking for in the team from Crazy Horse. Their sector expertise in Financial Services, Business Services and Not-for-Profit is an excellent match with our Twentyone Twelve Communications agency.'

Belinda Neal, Partner at Crazy Horse, commented, 'Joining Porta means we can provide our clients not only with the direct and digital marketing services they've been used to but also additional award-winning creative input, expert brand consultancy and advertising, strategic digital input, exceptional media planning and buying and PR.

'Our expert team at Crazy Horse are trusted by their clients to deliver complex campaigns, particularly in the Financial Services sector and their pragmatic and hands-on approach ensures clients see rapid results and improvements in returns on their marketing investment'.

The team from Crazy Horse will continue in their mission to help clients acquire and retain profitable customers and turn their Brands into tangible customer equity.

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Enquiries

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