

Press release

Tangent Communications plc

Tangent extends and expands online system for Wolseley UK.

- 550 Plumb Center branches go live on Tangent's Toolkit web system
- The addition of Wolseley's Plumb Center brand follows the Build Center rollout in October 2006

Tangent Communications plc today announces the national rollout of its Toolkit system for the Wolseley Plumb Center brand. This follows a successful rollout for the Build Center brand and a pilot over the last two months in Plumb Center branches in the south east of England.

Plumb Center comprises over 550 branches nationwide and Tangent's online marketing system allows outlets to produce customised marketing collateral which directly relates to the local community and will be used to drive local offers on a daily and weekly basis.

Nicholas Green, Tangent CEO said: 'The rapid growth in usage by Wolseley of Tangent's Toolkit web system has exceeded all expectations.'

Notes:

Wolseley will use Tangent's unique proprietary Toolkit system which enables customised campaigns for each individual store which are then produced using Tangent's in-house digital technology. The system has been developed in conjunction with Wolseley and is customised to their product offering.

The system allows local retailers to:

- Order materials online and offline
- Create posters and display materials with varied details of location, event and price
- Launch branded campaigns with supplier partners to increase effectiveness

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Tangent Communications brings together online and offline marketing systems to deliver customised, data driven marketing material for companies including Greene King and Sainsbury's. The company employs 100 people across two locations, London and Cheltenham and is listed on AIM.

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