

**Regulatory Announcement**

Go to market news section



**Company** Media Steps Group PLC  
**TIDM** STEP  
**Headline** Name Change to Sandford PLC  
**Released** 17:18 27-Mar-07  
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Media Steps Group PLC  
27 March 2007

For immediate release

28 March 2007

MEDIA STEPS GROUP PLC (the "Company")

Change of Name to  
SANDFORD PLC ("Sandford")

The Company is pleased to announce that the change of name to Sandford PLC, (with Stock Exchange ticker: SFD), which was approved at the Extraordinary General Meeting will take effect from 28 March 2007.

For further enquiries, please contact:

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