

Totally Plc (“Totally” or “the Company ”)

Interim Announcement of Unaudited Results for Six Month Period Ended 30 June 2006

All main publications and divisions operationally profitable.

Totally Plc, the AIM quoted (ticker ‘TLY’) international publisher and Internet services provider announces its interim results for the six months to 30 June 2006.

Summary

- EBITDA improves by £272,000 to £7,000 (2005: £265,000 loss)
- Operating profit improves by £219,000 to £22,000 (2005: £197,000 loss)
- All main publications and divisions operationally profitable
- Net turnover up 8 per cent. to £1.3 million (2005: £1.2 million)
- Internet joint ventures launched in partnership with other community focussed media owners
- Online dating service targeting the global Jewish community now well established in the UK
- Confidence high that the improved trading performance will continue into the second half

Steve Burns, CEO of Totally commented:

“I am pleased to report that during the first half of 2006 all primary business units were operationally profitable, net turnover grew by 8 per cent. and our EBITDA improved by £272,000 when compared to the same period last year.

Beyond these substantial improvements in our trading performance, we also proved our ability to leverage our suite of proprietary online publishing software by launching Internet based joint ventures targeting other niche communities.

We believe that our existing publications and services operating within the Jewish niche are all set for growth, with new product and joint venture launches planned for later this year and, as a result, the board’s confidence is extremely high that this improved trading performance will continue into the second half and beyond.”

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Chairman's Statement

I am pleased to present the results for the six months ended 30 June 2006. During the period the Group made an operating profit of £22,000 (2005: £197,000 loss) and profit after taxation of £9,000 (2005: £218,000 loss) on turnover of £1.39 million (2005: £1.33 million).

Jewish Niche Publishing & Services

As a direct result of the product development activity undertaken in 2005, publishing revenue in the UK and US grew by 6 per cent. and 12 per cent. respectively when compared to the same period last year. Indeed both Jewish News and The Jewish Advocate newspapers produced trading results ahead of those achieved in any previous years.

While Totally has been busy establishing its new dating service (www.totallyjewishdating.com) in the UK market, significant development activity has been undertaken in order to prepare the site for an international marketing drive, designed to help ensure that it takes a share in the \$30 million worldwide market for online Jewish personals. A new and improved version of the site will be launched in this third quarter.

At the same time, the TotallyJewish branded directory, travel and recruitment websites have all experienced revenue increases when compared to the second half of 2005 and work is almost complete on two new TotallyJewish branded online product launches within the property and celebrations sectors.

As a result of the proprietary nature of Totally's Internet publishing software and the breadth of its online offering within the global Jewish niche, Totally has been able to instigate conversations with a number of other international Jewish publishers regarding the potential for strategic online distribution and ASP partnerships. These conversations will hopefully culminate in the global realisation of the TotallyJewish brand and its various derivatives, which the directors expect will help to grow additional revenue streams.

After a concerted effort in the area of search engine optimisation, the current TotallyJewish portfolio of websites are extremely well represented within the naturalised listings on all major search engines, especially Google.

Internet Services

Over the first six months of this year Totally has demonstrated its ability to use its proprietary Internet publishing technology to target successfully other niche communities in partnership with specialist publishers, broadcasters or content owners.

During the period under review, Totally launched three joint ventures as follows:

- Together with the leading Greek broadcaster London Greek Radio ("LGR"), Totally launched www.lgr.co.uk a new portal targeting the UK's Greek community, promoting a range of new online services including dating, directory, property and recruitment. Under a five year joint venture agreement, the partners will share in all service related revenues and new advertising agreements. Totally will provide use of its proprietary online publishing software suite and advise LGR on its commercial online strategy. LGR will provide content, marketing via its 24-hour FM broadcast and established Greek community relationships.
- Together with the publisher of The Property Trade Directory, a 1,600 page guide to over 30,000 property contacts across the UK, Totally launched www.propertytradedirectory.com, an online version of the already established printed guide which is now in its third edition. Under the joint venture agreement, Totally provides use of its proprietary online directory software

and receives half of the revenues generated from online advertising, listing upgrades and other ancillary services.

- Together with the leading specialist online language job board www.toplanguagejobs.co.uk, Totally launched a new portal www.toplanguagecommunity.com promoting a range of online services including dating, directory, property, forums and general classifieds targeting the fast growing communities of foreign language speakers working or looking to work in the UK and Ireland. Under the joint venture agreement, the partners will share equally in all future advertising and service related revenues.

As a result of the generic and modular approach taken in the development of its proprietary publishing technology, Totally can now develop and implement partner sites quickly and cost effectively and, once the sites have been implemented, Totally's involvement in marketing and administration is minimal. As a result, revenues generated from these joint ventures are expected to be highly profitable. The directors are currently working on the development of a more formulaic strategy for the future roll out of this area of the Company.

Over the last six months Totally has also grown the technology side of Totally Communications, a web agency and general technology and consultancy provider. Working across an increasingly corporate client base, as a result of its generic approach to developing Internet solutions, Totally can deliver high quality websites and bespoke online applications at extremely competitive prices. Whilst client acquisition has traditionally been created through referral and recommendation, the Company has started recruiting a sales team to drive growth and is considering options in relation to marketing activity.

Prospects

Through the continued development of its publications, services and distribution capability, Totally's operations within the Jewish niche are set to grow rapidly and profitably.

By leveraging its proprietary internet based publishing technology, Totally can continue to develop partnerships that have the potential to deliver highly profitable revenues and create significant long term value. At the same time, through investing in a formal sales and marketing strategy, Totally's technology business can also grow rapidly and profitably.

Ultimately, as a result of the product development activity undertaken over the last 18 months, Totally is now extremely well placed to take advantage of opportunities for growth in revenue and profit.

Dr Michael Sinclair
Chairman
25 July 2006

Profit and loss account

For the six months ended 30 June 2006

	6 months ended 30 June 2006 (unaudited) £	6 months ended 30 June 2005 (unaudited) £	Year ended 31 December 2005 (audited) £
Gross Turnover	1,389,251	1,332,535	2,771,000
Less: Share of Joint ventures	36,300	-	31,000
Group Turnover	1,352,951	1,332,535	2,740,000
Cost of sales	(51,497)	(138,041)	(654,000)
Staff costs	(663,556)	(760,761)	(1,659,000)
Depreciation	(48,074)	(20,441)	(71,000)
Other operating charges	(568,120)	(610,179)	(629,000)
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Total expenses	(1,331,247)	(1,529,422)	(3,013,000)
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Operating profit/(loss)	21,704	(196,887)	(273,000)
Share of operating loss of joint venture	(9,708)	-	(13,000)
Interest payable	(23,658)	(20,758)	(40,000)
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Loss on ordinary activities before taxation	(11,662)	(217,645)	(326,000)
Taxation	20,548	-	31,000
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Retained profit/(loss) for the period	8,886	(217,645)	(295,000)
	=====	=====	=====
Earnings/(loss) per share (pence) – basic and diluted	0.01p	(0.25)p	(0.34)p
	=====	=====	=====

Balance sheet

As at 30 June, 2006

	6 months ended 30 June 2006 (unaudited) £	6 months ended 30 June 2005 (unaudited) £	12 months ended 31 December 2005 (audited) £
Fixed assets			
Tangible fixed assets	312,375	267,996	297,000
Intangible fixed assets Investments	928,819	945,427	941,000
Investments in Joint Venture			
Share of gross assets	13,644	-	18,000
Share of gross liabilities	(23,352)	-	(29,000)
Current assets			
Newsprint inventory	1,945	5,400	4,000
Debtors and prepayments	390,640	378,898	408,000
Cash at bank and in hand	69,144	13,981	43,000
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	461,729	398,279	455,000
Creditors			
Trade creditors	(208,605)	(250,588)	(312,000)
Loans and overdrafts	(783,750)	(561,301)	(754,000)
Accruals and deferred income	(212,612)	(256,726)	(142,000)
Other taxation and social security	(75,331)	(66,141)	(74,000)
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	(1,280,298)	(1,134,756)	(1,282,000)
Net current liabilities	(818,569)	(736,477)	(827,000)
Total assets less current liabilities	412,917	476,946	400,000
Net Assets	412,917	476,946	400,000
	=====	=====	=====
Capital and reserves			
Called up share capital	900,747	898,647	898,000
Share premium account	3,107,217	3,106,167	3,106,000
Revaluation reserve	2,000	1,000	2,000
Profit and loss account	(3,597,047)	(3,528,868)	(3,606,000)
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Equity shareholders' funds	412,917	476,946	400,000
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Cashflow Statement
For the six months ended 30 June 2006

	6 months to 30 June 2006 (unaudited) £	6 months to 30 June 2005 (unaudited) £
Net cash inflow/(outflow) from operating activities	57,741	(143,125)
Return on investments and servicing of finance		
Interest paid	(23,658)	(20,758)
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	34,083	(163,883)
Taxation		
R&D tax credit	20,548	-
Capital expenditure and financial investments		
Payments to acquire tangible fixed assets	(61,387)	(104,437)
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Net cash outflow before financing	(6,756)	(268,320)
Financing		
Issue of ordinary share capital for cash	3,150	275,000
Expenses paid in connection with share issues	-	(6,000)
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	3,150	269,000
(Decrease)/increase in cash	(3,606)	680
	=====	=====

Reconciliation of operating loss to net cash flow from operating activities

Operating profit/(loss)	21,704	(196,887)
Depreciation	48,074	20,441
(Increase)/decrease in inventory	2,055	(2,400)
Decrease in debtors	17,360	7,675
(Decrease)/increase in creditors	(31,452)	28,046
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	57,741	(143,125)
	=====	=====

Reconciliation of net cash flow to movements in net debt

	At 31 December 2005 £	At 30 June 2006 £	Cash flows	At 31 December 2004 £	At 30 June 2005 £	Cash flows
Cash at bank and in hand	43,000	69,144	26,144	48,000	13,981	(34,019)
Overdrafts	(754,000)	(783,750)	(29,750)	(596,000)	(561,301)	(34,699)
	<u>(711,000)</u>	<u>(714,606)</u>	<u>(3,606)</u>	<u>(548,000)</u>	<u>(547,320)</u>	<u>680</u>

Notes to the Interim Results

1. Basis of preparation

The Interim Results for the six months ended 30 June 2006 are unaudited and do not constitute statutory accounts in accordance with section 240 of the Companies Act 1985.

Full accounts for the year ended 31 December 2005, on which the auditors gave an unqualified report and contained no statement under Section 237 (2) or (3) of the Companies Act 1985, have been delivered to the Registrar of Companies.

The Interim Results do not include any provision under FRS 20 – Accounting for Share Based Payments. The Company is currently working with its auditors to agree an appropriate formula and this will be reflected in the full year accounts for the year ended 31 December 2006.

2. Dividends

No dividend is proposed for the six months ended 30 June 2006.

3. Earnings/(loss) per share

The basic loss per share has been calculated by dividing the retained profit for the period of £8,886 (2005:£217,645) by the weighted average number of ordinary shares of 90,014,378 (2004: 86,233,632) in issue during the period. The diluted loss per share is the same as the basic loss per share, in accordance with FRS 14 which prescribes that potential ordinary shares should only be used as dilutive when, and only when, their conversion to ordinary shares would decrease net profit or increase net loss per share from continuing operations.

4. Copies of Interim Results

Copies of the Interim Results will be available from the Company's website (www.totallyplc.com) and from the Company's registered office, Unit 611, Highgate Studios, 53-79 Highgate Road, London, NW5 1TL.