

Regulatory Announcement

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Company	Totally PLC
TIDM	TLY
Headline	Joint Venture Agreement
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Totally Plc

('Totally' or 'the Company')

Joint Venture Agreement

Totally Plc (ticker 'TLY'), the AIM quoted international publisher and internet services provider announces today that Totally Communications Limited, a wholly owned subsidiary of the Company ('Totally Communications') has entered into a joint venture agreement with Northern and Shell ('N&S'), publishers of amongst others the Daily Express, Daily Star and OK! Magazine.

Under the terms of a joint venture agreement, Totally Communications will provide its proprietary online private property classified software and customer relationship management software to the Express, Daily Star and OK! websites, and N&S will promote the new service across its websites and print publications.

The revenues generated by the joint venture will be shared and derived from consumers posting classified ads onto N&S websites. The typical cost of a classified post will be between £10 and £20.

Daniel Assor, CEO of Totally Plc said, 'We are extremely excited to be partnering with a major publisher. With thousands of private property listings posted each week we expect this joint venture will prove a great success. The deal also provides further evidence of our ability to use our proprietary online publishing software in partnership with other publishers, broadcasters and content owners. We expect to announce the launch of further joint ventures in the near future.'

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Notes to Editors:

Totally Plc (ticker: TLY) is an international publisher and Internet services provider. The Group listed on AIM in November 2000, has offices in London, Boston (MA) and Tel Aviv and is fast becoming known for deploying innovative publishing and technology solutions worldwide.

Since inception Totally has been developing an international portfolio of publications and online services targeting affluent and influential Jewish communities around the world. Today Totally owns and operates two leading Jewish newspapers and the popular online brand TotallyJewish, which supports websites operating in the high growth sectors of online classifieds, dating, travel and directories.

At the same time, Totally's proprietary online publishing software is being used to exploit new revenue opportunities in partnership with other third party media owners and is also the foundation for a fast growing web development agency.

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