

Regulatory Announcement

Go to market news section



Company	Totally PLC
TIDM	TLY
Headline	Re Joint Venture
Released	09:03 05-Jun-07
Number	PRNUK-0506

5 June 2007

Totally Plc

('Totally' or 'the Company')

Joint Venture Agreement with Real City Network Limited

Totally Plc (ticker 'TLY'), the AIM quoted international publisher and internet services provider announces that Totally Communications Limited, a wholly owned subsidiary of the Company, ('Totally Communications') has entered into a joint venture agreement with Real City Network Limited ('RCN'), publishers of the 'REAL' brand of online city guides including REALSoho.co.uk, REALBrighton.com, REALManchester.com and REALLiverpool.com.

Under the terms of a joint venture agreement, Totally Communications will provide its proprietary online private property classified software to be implemented across the current and future RCN portfolio.

The revenues generated by the joint venture will be shared and derived from consumers posting classified listings onto the RCN websites. RCN currently has 4 active sites and 8 Beta sites including REALSydney.net and REALMelbourne.net that provide event and general information listings on cities whose total population is in excess of 20 million people. The typical cost of a classified listing will be between £10 and £20.

Daniel Assor, CEO of Totally Plc said, 'We are extremely excited to be partnering with Real City Network and their 'REAL' city guides portfolio. The deal further illustrates 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.'

Sam Milford, co-owner of Real City Network, said, 'This agreement with Totally will allow us to provide a fully managed flatshare service to our growing network of city guides. We are very pleased to be able to offer our audience a simple way to locate flatshare opportunities both in their local city and across our international network of sites.'

Totally also announces the launch of www.JPod.com a US apartment sharing platform aimed specifically at America's Jewish population which is estimated to be 5 million people.

For further information:

Daniel Assor, Chief Executive

Totally Plc

T: 020 7692 6929

Simon Clements/David Worlidge

John East & Partners Limited

T: 020 7628 2200

Jon Levinson

HB Corporate

T: 020 7510 8654

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 via a wholly owned subsidiary, Totally Communications Limited, 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.

END

Close

London Stock Exchange plc is not responsible for and does not check content on this Website. Website users are responsible for checking content. Any news item (including any prospectus) which is addressed solely to the persons and countries specified therein should not be relied upon other than by such persons and/or outside the specified countries. Terms and conditions, including restrictions on use and distribution apply.

©2007 London Stock Exchange plc. All rights reserved