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Change in the Name of Growth; Citigate Hudson Renamed twentiesix New York

New York, NY – April 3, 2006 – Growth requires change. No one knows this fact better than Citigate Hudson. Today, Citigate Hudson announced its name change to twentiesix New York solidifying its connection with the leading international digital communications agency and consultancy, twentiesix Group. twentiesix is owned by Media Square plc., one of the largest and fastest growing media services businesses based in the United Kingdom and trading on the London Stock Exchange's AIM market.

twentiesix New York represents total solutions from A to Z. twentiesix, a name submitted by an employee referring the number of letters in the alphabet, is an innovative and clever representation of the breadth of the business and technology services twentiesix New York offers its clients. This name change reflects and reinforces twentiesix New York's dedication to reinventing the definition of traditional consulting using technology innovations that improve the way firms do business.

"twentiesix New York is the next logical step in our growth strategy," commented CEO Jay Harris Rabin. "With the expansion of our Enterprise Integration and Business Intelligence practices and our international presence, twentiesix New York expresses what we have become as an organization as well as what we hope to be – a network of businesses that transcends the boundaries of traditional consulting and brings innovations that dramatically improve the way the world works and lives." Rabin also stated, "We are not simply changing our name. We are repositioning our firm in the marketplace to better reflect our vision and strategy to become a market leader, designer, and inventor of the new economy."

About twentiesix New York

twentiesix New York is a leading business solutions provider based in New York City. A Microsoft Gold Certified Partner, twentiesix New York specializes in:

- Business intelligence
- Enterprise integration
- Custom applications

twentiesix New York also provides consulting services to clients that need strategic IT guidance, project management and business analysis.

Their clients range from Fortune 500 companies to small and mid-size firms, representing a wide range of industries including financial services, healthcare, luxury retail, and professional sports.

Since November 2005, twentiesix New York has been a part of the twentiesix Group, a leading digital communications group based in London.