



Creative Realisation Ltd and Cue Media Ltd Announcement of merger of operations

Event Management company **Creative Realisation** and AV hire and Production supplier **Cue Media** are excited to announce a merger of operations.

From 1st August 2009:

Cue Media Ltd, under the direction of founder and Managing Director Chris Perkins, will take on full management and control of all Design and Production Services of the combined companies. As Cue Media have for some years been the main subcontractor to Creative Realisation in the production area, existing clients will experience the same high level of service together with the provision of state of the art, well maintained, equipment.

Creative Realisation Project Manager Sau F Ngai will continue to take the lead in the management of client accounts and will transfer to Cue Media's Birmingham office where she will be supported by the current Cue Media Project Management team; Martin Clowes and Rachel Stevenson. The team of staff and freelancers working on existing client events is unlikely to change.

Creative Realisation founder and M.D., Alastair Baker, will become a director of Cue Media and will continue to have an active role in the account management of existing clients and the development of new design and production business opportunities for Cue Media.

The merger will also give Cue Media a North West base from which to expand it's AV hire operations.

From the company's office close to Chester, **Creative Realisation Ltd** will continue to offer; Venue Finding and the management of projects where there is a high emphasis on Event Logistics and/ or Delegate Management. Sonia Edwards and Angela Whitehead will be the key operational staff under the continued direction of Alastair Baker.

Cue Media's Chris Perkins commented; *"These are very exciting times – having worked closely together over the last 8 years I know that Creative Realisation and Cue Media's ideals are very similar, this is an ideal match and I am looking forward to developing the new opportunities that it will bring."*

Creative Realisation's Alastair Baker said; *"I am delighted and excited at the future prospects for both Cue Media and Creative Realisation, this merger of operations will serve our existing production clients well putting them even closer to what I believe to be one of the most user friendly suppliers of technical event services in the UK conference market, the merger will lead to further investment to expand the excellent, state of the art projection, audio and lighting resources available in the company's Birmingham head quarters. Furthermore it will enable the focus of the Chester office of Creative Realisation to be clearly in the area of major project logistics, delegate management and venue finding"*.