

7th October 2003

New World Corporate Finance concludes the sale of Harris International Marketing

New World Corporate Finance (NWCF) has successfully negotiated the sale of Harris Marketing Services Limited, trading as Harris International Marketing (HIM), to its incumbent executive management team for an undisclosed consideration.

NWCF acted as adviser to Jef Harris, the principal shareholder of HIM.

HIM, founded by Jef Harris in April 1967, is a unique consulting firm focusing on shoppers' habits. HIM has become a leading consulting expert and adviser to suppliers and retailers on shoppers and shopping. HIM's main activity comprises the design of multi-client consumer attitude and behaviour tracking programmes, analysing the resulting data and advising its blue chip client base.

Tony Johnston of Curry Popeck acted as legal adviser to Jef Harris. Ian Brent of Berwin Leighton Paisner, assisted by Eliot Kaye, acted as legal adviser to the MBO team.

Notes

New World Corporate Finance is a UK based M & A boutique specialising in providing corporate finance advisory services to UK businesses. NWCF was founded in March 2000 by Stephen Altman and Nigel Berger.

NWCF focuses on three sectors, Consumer Brands, Support Services and Leisure and Entertainment.

Stephen Altman, managing director, qualified as a Chartered Accountant with Arthur Andersen & Co in 1987 and has 15 years experience in corporate finance having worked at BNP Paribas, PWC and Deloitte & Touche.

Nigel Berger, director, qualified and practised as a corporate solicitor with Cameron McKenna before reading for a Master Degree in Finance at London Business School. He subsequently joined the corporate finance team at BNP Paribas in 1998.

NWCF is authorised by the Financial Services Authority.

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