



Creative Technology announces two significant changes to its Management Structure in Europe and Asia.

Today we have announced the following major changes at Creative Technology (CT).

The first is the appointment of Charlie Whittock, as Managing Director of CT Asia Pacific. Charlie has done an outstanding job in his role as Managing Director of CT London since 2004 and has been instrumental in setting up our operations in China. Charlie will be relocating to Hong Kong where we will have our second operation in Asia, this shows our commitment to the region and to Charlie.

Building on the success of the Shanghai office, we are keen to capitalize on the dominant market position CT has established in China and develop the business and service throughout the wider South East Asian marketplace.

Secondly, I am pleased to announce that Dave Crump will take over as Managing Director of the CT London business with immediate effect. Dave has played an invaluable role not only building the outdoor screen business but also establishing the whole Avesco Group as a truly international player in global events. CT London can only benefit from his considerable experience, skill and enthusiasm.

CT is now the largest division and contributor within the Avesco Group and these changes and the commitment to develop the business reflect the importance of the CT to the group and Avesco's strategy going forward.

Ian Martin
CEO
Avesco Group plc

Commenting

Charlie Whittock commenting "Firstly I would like to thank everyone for their personal support and outstanding contribution in making CT London the successful company it is today, it has been both fun and rewarding, I also wish Dave all the best. Looking to the future I see a fantastic opportunity to build a substantial business in Asia and am looking forward to the challenge".

Dave Crump commenting "I would like to add my thanks and support to Charlie for his invaluable contribution and good luck with the Asian business. In recent years CT's has been refocused on its core Video and Audio strengths and that focus has shown dividends in the turn around of the business. There can be little doubt we are entering a challenging period, but I also see great opportunities to develop further activities around CT's core strengths. Charlie is a hard act to follow, but I know I am starting from a position of strength and with the fantastic team that we have in both London and Dubai we will continue to build upon the success of recent years."

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