



November 8 , 2007
Toronto

Silverback Media Plc
("Silverback Media" or "the Company")

Terry Ham Joins Silverback Media as President and Chief Operating Officer

Silverback Media Plc (London: SBMP) (Frankfurt: SVD) announces that Terry Ham has joined the Company as President and Chief Operating Officer. Silverback Media is a global mobile marketing agency with operations in Toronto, Montreal, Los Angeles, Miami, London UK and Paris.

Mr. Ham comes to Silverback Media with over 20 years of experience in the technology sector and an outstanding track record in the Internet, e-commerce and digital marketing marketing spaces.

He was the founder of C3 Online Marketing Inc., acquired by True North Corporation in 2006. C3 was a provider of online solutions for marketers designed to attract and retain online relationships. Most recently, Mr. Ham was the Chief Operating Officer of True North where he was responsible for integrating numerous business units, creating a single sales force selling an integrated online marketing product line, and re-branding True North.

Prior to founding C3, Mr. Ham was the Chief Business Development Officer at BCE Emergis Inc. where he crafted significant customer agreements and helped to define the company's strategies for mergers, acquisitions, partnerships and alliances to accelerate its profitable and strategic growth. Mr. Ham held several other senior management positions with BCE Emergis, including President of BCE Emergis (U.S.), where he led the company's launch into the US e-commerce marketplace generating outstanding new revenue in the first year. Before joining BCE Emergis, Mr. Ham was President and Chief Executive Officer of Newstar Technologies Inc. where he guided the transition of Newstar's business model from traditional facilities management services to e-commerce software and transaction processing. His successful execution of this strategy led to partnerships with industry leaders, including Microsoft and Price Waterhouse, and eventually to the acquisition of Newstar by BCE Emergis.

Silverback Media is positioned at the leading edge of the next phase of the evolving e-marketing sector, capitalizing on the personal, portable and pervasive nature of mobile devices to create a potent advertising and marketing channel. Silverback enables and enhances interactive relationships between marketers and consumers. The Company's unique capabilities open up mobile channels to allow marketers to create and deploy mobile ad campaigns that are integrated and continuous with their online marketing initiatives. The result is a full harmonization and synergistic unification of online and mobile strategies.

Terry Ham stated, "I am thrilled to be joining Silverback. This is a very exciting opportunity. Accelerating mobile Internet usage and increasing consumer acceptance and satisfaction with mobile marketing applications are among the converging factors that point to very rapid growth for the industry. Martin has done a tremendous job of assembling a global team and the network of technology platforms to make Silverback into a major player in mobile marketing, and I am looking forward to helping build value for the shareholders."

Martin Doane, Chief Executive Officer of Silverback Media Plc, commented, "We are delighted to have Terry join the senior management team at Silverback Media. Terry is a strategic thinker with considerable operational experience in the digital marketing and technology space. His experience will be invaluable in the execution of Silverback Media's growth plan, the development of new business, and in the strategic direction of the Company."

Silverback Media is listed on the Open Market of Deutsche Boerse in Frankfurt/Main (Symbol: SVD) and the Plus Market in London (Symbol: SBMP).

The Directors of Silverback Media Plc accept responsibility for this announcement.

- ends -

For additional information please contact:

Silverback Media Plc

Martin J. Doane, CEO,
Phone: +1 -416 -366 -6691
Email: m.doane@silverback-media.com

Terry Ham, President & COO
Phone: +1 -416-363-0060
Email: t.ham@silverback-media.com