

FORBIDDEN EXPANDS FORSCENE SALES FORCE

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London, UK, Feb 21, 2005: Video streaming specialist, Forbidden Technologies plc, today announces the appointment of Ashley Winfield as New Business Manager. An experienced and established face in the video editing and post production sector, Mr. Winfield has been drafted in from Pinnacle Systems to consolidate the success of Forbidden's unique FORscene web-based editing tool within the broadcast space, and to develop opportunities within new verticals.

Launched at IBC 2004, Forbidden's FORscene video editing portfolio is now being used by some of the UK's leading TV production and broadcast players, including Mentorn and GMTV. It stands out from the crowd by pitching the price-performance benefits of a software-based editing and publishing tool against conventional, expensive and inflexible hardware-based alternatives.

Stephen Streater, Forbidden's CEO said, "Our FORscene portfolio of video tools has matured into a powerful commercial offering that is receiving significant interest from the market. We are delighted to welcome Ashley, who has the experience, expertise and attitude to help us expand into new vertical sectors and exploit the market opportunity we see in the broadcast space."

Mr. Winfield was formally at Pinnacle Systems where he spent four years as UK Sales Manager prior to becoming Sales Manager, Business Software Products for Northern Europe in 2002. At Pinnacle he was responsible for the control and development of all channels to market for consumer and professional range of products. His most recent projects include launching Liquid Edition, (an advanced video editing tool), as a mid to professional range product into existing and vertical markets including education.

Prior to his time at Pinnacle, Mr. Winfield held a Pre-Sales and Support role at Micro Computer Products until its acquisition by Pinnacle Systems. At Forbidden he will be responsible for developing the horizontal market for FORscene, and expanding into vertical sectors.

Commenting on his new role, Mr. Winfield said, "The post production market for Forbidden's video editing is clear, while the wide portfolio of FORscene streaming tools also opens up significant opportunities in other markets such as education and travel. I look forward to the challenge of developing Forbidden's market share across these sectors."

Mr. Winfield has an extensive software sales background and holds an Industrial Engineering Foundation Certificate.

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About Forbidden Technologies

Forbidden Technologies plc (www.forbidden.co.uk) develops and markets innovative technology for video distribution over the fixed line and wireless Internet. Forbidden's highly efficient compression allows

the streaming of large pictures at high frame rates over the existing infrastructure of modems, broadband and mobile networks. There is no need for dedicated serving software or hardware and its Java player side steps the need for PC plug-ins.

Forbidden's range of end-to-end video communication solutions provide a set of tools for companies who believe that the moving image is the best way to get their message across.

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