



## MediaClash announces acquisition of e-scape media

### *New Media company forms basis of digital division*

**24/05/07** – MediaClash today announces the acquisition of Bath-based digital agency e-scape media. The company will form the basis of MediaClash’s digital division.

e-scape, founded by Benjamin Rodd in 1999, counts both national (Adecco, Tesco, Vodafone, Sony) and local (City of Bristol College, Zenith International Publishing) firms among its clients.

As well as operating as a stand-alone digital agency offering consultancy, design, software development, hosting and support services, it is intended that there will be a strong cross-over with MediaClash’s customer publishing division, with each team’s skills complementing the others.

Greg Ingham, Chief Executive, said:

“e-scape is a clever digital media agency that has an attractive blend of tech skills and commercial thinking. It also has experience of serving a wide variety of clients - and we’re greatly looking forward to working with them. It’s an important addition to the growing MediaClash business, and we’ll now be offering local, regional and national clients a digital route to market. Ben has created a smart company: the combination with MediaClash should be compelling.

“MediaClash as a whole is developing pretty well. From a standing start in September last year, we now employ around fifty people, publish six city magazines, have over 20 digital clients and are gathering momentum on customer publishing after our first major win with the 125K print run Design Objectives magazine. The building blocks are in place...”

Benjamin Rodd, e-scape’s founder and Managing Director has joined MediaClash as Director of the new division. Commenting on the deal, he said:

“This is a very exciting culmination of eight years’ hard work for me. e-scape media’s award-winning creative design and technical experience adds digital marketing expertise to MediaClash’s already burgeoning skills list. With our offering added to the mix this cross-media marketing approach - all available in-house - uniquely positions us in the market place.

“I am particularly proud to announce that the whole e-scape media team has come across and we have already started a recruitment campaign to expand the team and enhance the services we offer.”

The e-scape name will be phased out and the company fully integrated with MediaClash’s existing business.

**ENDS**

**About MediaClash:** MediaClash is a diverse, Bath-based media business created by Greg and Jane Ingham. Greg was Chief Executive of Future plc until June 2006 and Jane is a former Managing Director of Future UK.

MediaClash is active in four key areas of business: City magazines, customer publishing, digital communications and business consultancy. MediaClash plans to grow through launches and acquisitions.

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