

PRESS RELEASE

IDDAS News

May, 2009

When IDDAS joined the Savile Group in April 2008, we set ourselves the target of continuing to develop the quality of our services to the Board and Top Team Executive levels.

Building the IDDAS Brand

We have been able to successfully build on the IDDAS Career, Business Mentoring and Corporate Governance platform, widening our offering to include Leadership Assessment, Development and Executive Coaching.

As part of this development, we have added to the core team of IDDAS and further extended our Mentoring Team.

Stephen Barden Appointment

We have appointed Stephen Barden to join the team at IDDAS, focusing on the full range of activities of Career Mentoring, Executive Coaching and Leadership Development.

Stephen specialises in coaching and mentoring Senior Executives including CEOs, Senior Directors and high potential candidates across Media, Investment and Merchant Banks, Insurance, Legal, Public Relations, Medical, Marketing, and Alternative Energy at both National and International level.

Stephen has over fifteen years in senior management, ten of these as a Chief Executive in substantial commercial companies, namely Chief Executive of Axel Springer Television (Hamburg, London and Los Angeles); News Digital Systems (News Corp Group) and Quadriga plc, a portfolio company of Nomura International. He was also previously Chief Operating Officer at BSkyB and Managing Editor of TV-am plc. For the past eight years, Stephen has been focused on his work as a coach-mentor, mediator and leadership development consultant.



Board Director Leadership

In addition, we have also been focusing on the development of our Effective Board Director Leadership offering and have been delivering a number of projects on Director Assessment and Leadership Development. Peter Mackenzie is Head of IDDAS Executive Development, focusing on our activities in this area.

Appointments to the IDDAS and Mentoring and Coaching Panels

We have continued to develop our Mentoring Panel and a number of appointments will be announced over the coming months. Most recently, we have been able to announce that Ffion Hague has joined our Mentoring Panel, focusing on both Mentoring and Board Appraisal. Also, another recent addition is Mike Smith, the new Chairman of the Tote and former Rank and Ladbrokes Chief Executive, and Managing Director of William Hill.

We have also added to the core coaching team by creating a panel of qualified coaches and HR mentors across a range of sectors. We have appointed Denise Collis, previously Group HR Director at 3i, Tony Goddard, formally HR Director at Mitchells & Butlers the Restaurants Group, Mike Cutt, previously Group HR Director at Thomas Cook and Boots, and Diane Bright who was Head Office Director of HR at GUS, to add to this coaching and HR Mentoring Panel.

Client Focus

Finally, we will continue to develop IDDAS as the Quality Consultancy of choice delivering experience based mentoring, coaching, facilitation and development services to senior executives and business leaders. I will be looking to ensure that we draw on the full capabilities of our core, mentoring and coaching teams to provide added value services to our clients by being clearly focused on their needs and goals.

Note to Editors

IDDAS provides a range of board level career and business mentoring, coaching and talent management services, including leadership development.

Further information on the Company can be found on its website at www.iddas.com

Enquiries

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