

THIS DOCUMENT IS IMPORTANT AND REQUIRES YOUR IMMEDIATE ATTENTION. If you are in any doubt as to the action you should take, you are recommended to seek your own personal financial advice from your stockbroker, bank manager or other financial adviser authorised for the purposes of the Financial Services and Markets Act 2000 immediately.

If you have sold or transferred all your shares in Contentfilm PLC please send this document to the purchaser or transferee or to the stockbroker, bank or other agent through whom the sale or transfer was effected, for transmission to the purchaser or transferee.

CONTENTFILM PLC

(the "Company")

(Incorporated in England and Wales under the Companies Act 1985 with registered number 2819652)

Directors:

Alton Irby III
John Schmidt
Huw Davies
Sam Humphreys
Kerry McCluggage
Franco Franca
Geoffrey Webb

Registered Office
19-21 Heddon Street
London
W1B 4BG

30 September 2009

To the holders of Ordinary Shares and (for information purposes only) the holders of Preference Shares

Dear Sir or Madam

The purpose of this letter is to give you notice of an Extraordinary General Meeting of the Company to be held at 10:45a.m. on 28 October 2009 (or as soon thereafter as practicable after the Annual General Meeting of the Company convened for 10:30a.m. on the same day shall have been concluded or adjourned).

As disclosed in more detail in the annual report and accounts which have been sent to you on or about the date of this letter, the Company, as of the end of its last financial year on 31 March 2009, had net liabilities. These net liabilities have been caused by one-off exceptional items which are described in more detail in the financial statements. As a result of this, the Company's net assets now represent less than half of its called up share capital, and in accordance with the requirements of section 142 of the Companies Act 1985, an Extraordinary General Meeting of the Company must be convened in order to consider whether any, and if so what, steps should be taken to deal with the situation.

Given the value of the Company's library of film, television and DVD rights which is substantially in excess of its accounting book value in the financial statements and the one-off nature of the circumstances which have contributed to the net liabilities, the Directors do not consider that any particular steps are required at this stage. The Directors are, however, continuing to monitor carefully the situation.

Yours faithfully

Alton Irby III
Chairman

NOTICE OF EXTRAORDINARY GENERAL MEETING

CONTENTFILM PLC

(Registered in England and Wales with Registered no. 2819652)

("Company")

NOTICE IS HEREBY GIVEN that an Extraordinary General Meeting of the Company will be held at the offices of Olswang LLP, 90 High Holborn, London WC1V 6XX at 10:45a.m. on 28 October 2009 (or as soon thereafter as practicable after the Annual General Meeting of the Company convened for 10:30a.m. on the same day shall have been concluded or adjourned) for the purpose of considering in accordance with Section 142 Companies Act 1985 whether any, and if so what, steps should be taken to deal with the fact that the Company's net assets are less than half of its called up share capital.

By order of the Board

Geoffrey Webb
Secretary

30 September 2009

Registered Office
19-21 Heddon Street
London
W1B 4BG

Notes to Members

1. A member entitled to attend, speak and vote at the meeting is also entitled to appoint one or more proxies to exercise all or any of his rights to attend and to speak and vote at the extraordinary general meeting instead of him. The proxy need not be a member of the Company. A proxy form which may be used to make such appointment and give proxy instructions accompanies this notice. If you do not have a proxy form and believe that you should have one, or if you require additional forms, please contact Geoffrey Webb at the Company on +44 (0)20 7851 6500.

2. In accordance with the articles of association of the Company, this notice is sent to all holders of Convertible Redeemable Preference Shares but such holders of Convertible Redeemable Preference Shares (in that capacity) may not attend and vote at the extraordinary general meeting.

3. To be valid, a form of proxy and the power of attorney or other written authority, if any, under which it is signed, or an office or notarially certified copy or a copy certified in accordance with the Powers of Attorney Act 1971 of such power and written authority, must be delivered to Capita Registrars, The Registry, 34 Beckenham Road, Beckenham, Kent BR3 4TU not less than 2 business days before the time appointed for holding the meeting or adjourned meeting at which the person named in the instrument proposes to vote. In the case of a poll, the document(s) must be delivered as aforesaid not less than 2 business days before the time appointed for taking the poll, or where the poll is taken not more than 2 business days after it was demanded be delivered at the meeting at which the demand is made. Use of the form of proxy or other such instrument or any CREST Proxy Instruction (as described in paragraph 6 below) does not preclude a member from attending the extraordinary general meeting and voting in person.

4. In accordance with Regulation 41 of the Uncertificated Securities Regulations 2001, only those members entered on the register of members of the Company as at 6pm on 26 October 2009 or, if the meeting is adjourned, shareholders entered on the company's register at 6pm on the day two days before the date of the adjourned meeting shall be entitled to attend or vote at the meeting in respect of the number of shares registered in their name at that time. Changes to entries on the register of members after 6pm on 26 October 2009 shall be disregarded in determining the rights of any person to attend or vote at the meeting.

5. CREST members who wish to appoint a proxy or proxies through the CREST electronic proxy appointment service may do so by using the procedures described in the CREST Manual. CREST Personal Members or other CREST sponsored members, and those CREST members who have appointed a service provider(s), should refer to their CREST sponsor or voting service provider(s), who will be able to take the appropriate action on their behalf.

6. In order for a proxy appointment or instruction made using the CREST service to be valid, the appropriate CREST message (a "CREST Proxy Instruction") must be properly authenticated in accordance with the specifications of Euroclear UK & Ireland Limited, (the operator of the CREST system), and must contain the information required for such instruction, as described in the CREST Manual. The message, regardless of whether it constitutes the appointment of a proxy or is an amendment to the instruction given to a previously appointed proxy must, in order to be valid, be transmitted so as to be received by the issuer's agent (ID GB0009715375) by 5pm on 26 October 2009. For this purpose, the time of receipt will be taken to be the time (as determined by the timestamp applied to the message by the CREST Application Host) from which the issuer's agent is able to retrieve the message by enquiry to CREST in the manner prescribed by CREST. After this time any change of instructions to proxies appointed through CREST should be communicated to the appointee through other means.

7. CREST members and, where applicable, their CREST sponsors, or voting service providers should note that Euroclear UK and Ireland Limited does not make available special procedures in CREST for any particular message. Normal system timings and limitations will, therefore, apply in relation to the input of CREST Proxy Instructions. It is the responsibility of the CREST member concerned to take (or, if the CREST member is a CREST personal member, or sponsored member, or has appointed a voting service provider, to procure that his CREST sponsor or voting service provider(s) take(s)) such action as shall be necessary to ensure that a message is transmitted by means of the CREST system by any particular time. In this connection, CREST members and, where applicable, their CREST sponsors or voting system providers are referred,

in particular, to those sections of the CREST Manual concerning practical limitations of the CREST system and timings.

8. The Company may treat as invalid a CREST Proxy Instruction in the circumstances set out in Regulation 35(5)(a) of the Uncertificated Securities Regulations 2001.