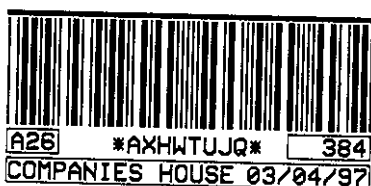


Abbreviated Financial Statements for the Year Ended 30 September 1996

for

Marketing Quality Assurance Limited



Marketing Quality Assurance Limited

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for the Year Ended 30 September 1996

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Marketing Quality Assurance Limited

Company Information
for the Year Ended 30 September 1996

DIRECTORS: A H James
I L Griffith

SECRETARY: A H James

REGISTERED OFFICE: Lake House
Market Hill
Royston
Herts
SG8 9JN

REGISTERED NUMBER: 2749419

AUDITORS: Hardcastle Burton
Chartered Accountants
Registered Auditor
Lake House
Market Hill
Royston
Herts SG8 9JN

Marketing Quality Assurance Limited

Report of the Auditors to
Marketing Quality Assurance Limited
Pursuant to Paragraph 24 of Schedule 8 to the Companies Act 1985

We have examined the abbreviated financial statements on pages four to six together with the full financial statements of Marketing Quality Assurance Limited prepared under Section 226 of the Companies Act 1985 for the year ended 30 September 1996.

Respective responsibilities of directors and auditors

The directors are responsible for preparing the abbreviated financial statements in accordance with Schedule 8 to the Companies Act 1985. It is our responsibility to form an independent opinion as to the company's entitlement to the exemptions claimed in the directors' statement on page four and whether the abbreviated financial statements have been properly prepared in accordance with that Schedule.

Basis of opinion

We have carried out the procedures we considered necessary to confirm, by reference to the audited financial statements, that the company is entitled to the exemptions and that the abbreviated financial statements have been properly prepared from those financial statements. The scope of our work for the purpose of this report does not include examining or dealing with events after the date of our report on the full financial statements.

Opinion

In our opinion the company is entitled under Sections 246 and 247 of the Companies Act 1985 to the exemptions conferred by Section A of Part III of Schedule 8 to that Act, in respect of the year ended 30 September 1996, and the abbreviated financial statements on pages four to six have been properly prepared in accordance with that Schedule.

Other information

On 10 February 1997 we reported, as auditors of Marketing Quality Assurance Limited, to the shareholders on the financial statements prepared under Section 226 of the Companies Act 1985 for the year ended 30 September 1996, and our audit report was as follows:

"We have audited the financial statements on pages one to fourteen which have been prepared under the historical cost convention and the accounting policies set out on page seven.

Respective responsibilities of directors and auditors

As described on page two the company's directors are responsible for the preparation of financial statements. It is our responsibility to form an independent opinion, based on our audit, on those statements and to report our opinion to you.

Basis of opinion

We conducted our audit in accordance with Auditing Standards issued by the Auditing Practices Board. An audit includes examination, on a test basis, of evidence relevant to the amounts and disclosures in the financial statements. It also includes an assessment of the significant estimates and judgments made by the directors in the preparation of the financial statements, and of whether the accounting policies are appropriate to the company's circumstances, consistently applied and adequately disclosed.

We planned and performed our audit so as to obtain all the information and explanations which we considered necessary in order to provide us with sufficient evidence to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or other irregularity or error. In forming our opinion we also evaluated the overall adequacy of the presentation of information in the financial statements.

Marketing Quality Assurance Limited

Report of the Auditors to
Marketing Quality Assurance Limited

Pursuant to Paragraph 24 of Schedule 8 to the Companies Act 1985

Opinion

In our opinion the financial statements give a true and fair view of the state of the company's affairs as at 30 September 1996 and of its profit for the year then ended and have been properly prepared in accordance with the provisions of the Companies Act 1985 applicable to small companies."

Hardcastle Burton

Hardcastle Burton
Chartered Accountants
Registered Auditor
Lake House
Market Hill
Royston
Herts SG8 9JN

Dated: 10 February 1997

Marketing Quality Assurance Limited

Abbreviated Balance Sheet
30 September 1996

		30.9.96		30.9.95	
	Notes	£	£	£	£
FIXED ASSETS:					
Tangible assets	2		35,692		25,357
CURRENT ASSETS:					
Stocks		5,000		7,177	
Debtors		84,313		58,106	
Cash at bank and in hand		21,568		400	
		<u>110,881</u>		<u>65,683</u>	
CREDITORS: Amounts falling due within one year	3	<u>112,111</u>		<u>74,037</u>	
NET CURRENT LIABILITIES:			<u>(1,230)</u>		<u>(8,354)</u>
TOTAL ASSETS LESS CURRENT LIABILITIES:			34,462		17,003
CREDITORS: Amounts falling due after more than one year	3		(12,667)		(5,952)
PROVISIONS FOR LIABILITIES AND CHARGES:			(422)		-
			<u>£21,373</u>		<u>£11,051</u>
CAPITAL AND RESERVES:					
Called up share capital	4		10,000		10,000
Profit & loss account			11,373		1,051
Shareholders' funds			<u>£21,373</u>		<u>£11,051</u>

Advantage has been taken of the exemptions conferred by Section A of Part III of Schedule 8 to the Companies Act 1985 on the grounds that, in the opinion of the directors, the company is entitled to the benefit of those exemptions as a small company.

In preparing the full financial statements, the directors have taken advantage of special exemptions applicable to small companies conferred by Part I of Schedule 8 to the Companies Act 1985. The directors have done so on the grounds that, in their opinion, the company is entitled to the benefit of those exemptions because it meets the qualifying conditions for small companies as stated in Section 247 of the Companies Act 1985.

ON BEHALF OF THE BOARD:


A H James - DIRECTOR

Approved by the Board on 29 January 1997

The notes form part of these financial statements

Notes to the Abbreviated Financial Statements
for the Year Ended 30 September 1996

1. ACCOUNTING POLICIES

Accounting convention

The financial statements have been prepared under the historical cost convention.

Financial Reporting Standard Number 1

Exemption has been taken from preparing a cash flow statement on the grounds that the company qualifies as a small company.

Turnover

Turnover represents net invoiced charges, excluding value added tax.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life or, if held under a finance lease, over the lease term, whichever is the shorter.

Plant and machinery etc	- 33 % on cost, 15 % on reducing balance, Straight line over 5 years and 25 % on reducing balance
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Stocks

Stock is valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items.

Deferred taxation

Provision is made at current rates for taxation deferred in respect of all material timing differences except to the extent that, in the opinion of the directors, there is reasonable probability that the liability will not arise in the foreseeable future.

Foreign currencies

Assets and liabilities in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are translated into sterling at the rate of exchange ruling at the date of transaction. Exchange differences are taken into account in arriving at the operating result.

Hire purchase and leasing commitments

Assets obtained under hire purchase contracts or finance leases are capitalised in the balance sheet. Those held under hire purchase contracts are depreciated over their estimated useful lives. Those held under finance leases are depreciated over their estimated useful lives or the lease term, whichever is the shorter.

The interest element of these obligations is charged to the profit and loss account over the relevant period. The capital element of the future payments is treated as a liability.

Pensions

The company operates a defined contribution pension scheme. Contributions payable for the year are charged in the profit and loss account.

Marketing Quality Assurance Limited

Notes to the Abbreviated Financial Statements
for the Year Ended 30 September 1996

2. TANGIBLE FIXED ASSETS

	Total
	£
COST:	
At 1 October 1995	42,591
Additions	25,773
Disposals	(19,618)
	<hr/>
At 30 September 1996	48,746
	<hr/>
DEPRECIATION:	
At 1 October 1995	17,234
Charge for year	5,322
Eliminated on disposals	(9,502)
	<hr/>
At 30 September 1996	13,054
	<hr/>
NET BOOK VALUE:	
At 30 September 1996	35,692
	<hr/>
At 30 September 1995	25,357
	<hr/>

3. CREDITORS

The following secured debts are included within creditors:

	30.9.96	30.9.95
	£	£
Bank overdrafts	-	10,588
	<hr/>	<hr/>

4. CALLED UP SHARE CAPITAL

Authorised:				
Number:	Class:	Nominal value:	30.9.96	30.9.95
			£	£
100,000	Ordinary	£1	100,000	100,000
			<hr/>	<hr/>
Allotted, issued and fully paid:				
Number:	Class:	Nominal value:	30.9.96	30.9.95
			£	£
10,000	Ordinary	£1	10,000	10,000
			<hr/>	<hr/>