

PRESS RELEASE

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IRN LAUNCHES ENVIRONMENT DESK

IRN, the UK's leading supplier of news to 300 commercial radio stations has enhanced its news output by adding an Environment desk.

The Environment desk will sit alongside the Money desk highlighting how both areas have become so intertwined. In a period when the Government has set up an Office for Climate Change, each political party is making its green agenda clear because it's simply a vote winner, British entrepreneur Richard Branson's investing 3 billion dollars into biofuels - it's the right time for IRN to bring environmental issues to the forefront of its news agenda.

Julia Pittam who heads up IRN's Environmental & Money desk says: "We're very excited to giving environmental issues a national platform on commercial radio. The issue now comes up in everyday news - be it gas guzzling cars being heavily penalised, customers being urged to "carbon offset", households being fined for not recycling properly or Iceland re-starting commercial whaling. The message is clear - *the planet is not ours to plunder anymore*"

Julia will work with IRN's Kevin Murphy to bring the keys issues of the day to IRN's 26 million listeners. Since its launch this week, IRN has interviewed Radiohead's lead singer Thom Yorke and artists Peter Gabriel and Moby on Carbon Emissions, actor David Suchet on China's disappearing Giant Pandas, Environment Secretary David Miliband on the upcoming post-Kyoto talks in Nairobi, Kenya.

To contact the IRN Money & Environment desk call 020 7430 4814.

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For more press information please contact John Nolan on +44 (0)20 7430 4216 or email john.nolan@itn.co.uk

About IRN

IRN is the major news and content provider to commercial radio in the UK supplying over 300 radio stations with a combined audience of 26 million listeners.

It also distributes a range of other programming to commercial radio stations including the three commercial chart shows - *Hit 40 UK*, *"A" list* and *Fresh 40*.