

3425917

From: Mike Simpson
Flat 2
Martyns Place
Fairfield Road
East Grinstead
RH19 4HF


To: The Directors
The Creative Assembly Limited
c/o Briffa
The Business Design Centre
52 Upper Street
Islington
London
N1 0QH

7th March 2005

Notice of Exercise

I, MIKE SIMPSON of Flat 2, Martyns Place, Fairfield Road, East Grinstead, RH19 4HF, hereby express my wish to exercise my option to acquire 15 ordinary shares of £1 each in The Creative Assembly Limited ("TCAL") pursuant to paragraph 6.1 of the option agreement dated 3 July 2001 between me (1) and TCAL (2) ("the Agreement").

In accordance with paragraph 6.1 of the Agreement, I enclose the appropriate payment together with my option certificate.


.....
MIKE SIMPSON

7th March 2005
.....
DATE



(41998-0001)0013RXL.DPM

