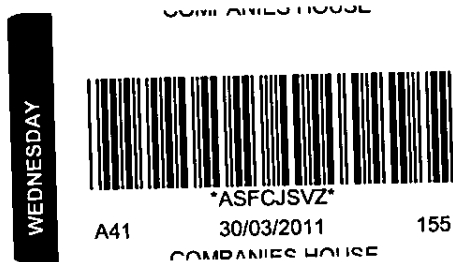


REGISTERED NUMBER: 03905564 (England and Wales)

ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 30 JUNE 2010
FOR
D P PUBLICITY LIMITED



D P PUBLICITY LIMITED

**CONTENTS OF THE ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 30 JUNE 2010**

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D P PUBLICITY LIMITED
COMPANY INFORMATION
FOR THE YEAR ENDED 30 JUNE 2010

DIRECTOR:	Mr D J Pitts
SECRETARY:	Mr I J Susans
REGISTERED OFFICE:	Westfield House 7 Westfield Road Wakefield West Yorkshire WF1 3RB
REGISTERED NUMBER:	03905564 (England and Wales)
SENIOR STATUTORY AUDITOR:	Mr R J Harrison
AUDITORS:	Harrison & Co Chartered Accountants & Registered Auditors 531 Denby Dale Road West Calder Grove Wakefield WF4 3ND
BANKERS:	Yorkshire Bank plc 6-10 Northgate Wakefield WF1 1TA

**REPORT OF THE INDEPENDENT AUDITORS TO
D P PUBLICITY LIMITED
UNDER SECTION 449 OF THE COMPANIES ACT 2006**

We have examined the abbreviated accounts set out on pages three to five, together with the full financial statements of D P Publicity Limited for the year ended 30 June 2010 prepared under Section 396 of the Companies Act 2006

This report is made solely to the company, in accordance with Section 449 of the Companies Act 2006. Our work has been undertaken so that we might state to the company those matters we are required to state to it in a special auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company, for our work, for this report, or for the opinions we have formed.

Respective responsibilities of director and auditors

The director is responsible for preparing the abbreviated accounts in accordance with Section 444 of the Companies Act 2006. It is our responsibility to form an independent opinion as to whether the company is entitled to deliver abbreviated accounts to the Registrar of Companies and whether the abbreviated accounts have been properly prepared in accordance with the Regulations made under that Section and to report our opinion to you.

Basis of opinion

We conducted our work in accordance with Bulletin 2008/4 issued by the Auditing Practices Board. In accordance with that Bulletin we have carried out the procedures we consider necessary to confirm, by reference to the financial statements, that the company is entitled to deliver abbreviated accounts and that the abbreviated accounts to be delivered are properly prepared.

Opinion

In our opinion the company is entitled to deliver abbreviated accounts prepared in accordance with Section 444(3) of the Companies Act 2006, and the abbreviated accounts have been properly prepared in accordance with the Regulations made under that Section.



Mr R J Harrison (Senior Statutory Auditor)
for and on behalf of Harrison & Co
Chartered Accountants
& Registered Auditors
531 Denby Dale Road West
Calder Grove
Wakefield
WF4 3ND

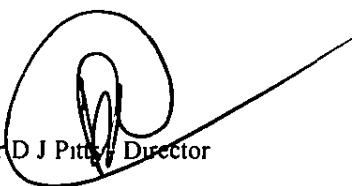
28 March 2011

D P PUBLICITY LIMITED
ABBREVIATED BALANCE SHEET
30 JUNE 2010

	Notes	2010 £	2009 £
FIXED ASSETS			
Intangible assets	2	639,375	685,875
Tangible assets	3	7,878	46,265
Investments	4	1,074,140	-
		<u>1,721,393</u>	<u>732,140</u>
CURRENT ASSETS			
Debtors		1,865,441	2,302,728
Cash in hand		267	250
		<u>1,865,708</u>	<u>2,302,978</u>
CREDITORS			
Amounts falling due within one year	5	<u>2,471,357</u>	<u>2,346,953</u>
NET CURRENT LIABILITIES		<u>(605,649)</u>	<u>(43,975)</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>1,115,744</u>	<u>688,165</u>
CAPITAL AND RESERVES			
Called up share capital	6	2	2
Profit and loss account		<u>1,115,742</u>	<u>688,163</u>
SHAREHOLDERS' FUNDS		<u>1,115,744</u>	<u>688,165</u>

The abbreviated accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies

The financial statements were approved by the director on 25 March 2011 and were signed by


Mr D J Pitt, Director

The notes form part of these abbreviated accounts

D P PUBLICITY LIMITED

**NOTES TO THE ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 30 JUNE 2010**

1 ACCOUNTING POLICIES

Accounting convention

The financial statements have been prepared under the historical cost convention

Goodwill

Goodwill, being the amount paid in connection with the acquisition of a business in 2004, is being amortised evenly over its estimated useful life of twenty years

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

Fixtures and fittings	- 25% on reducing balance
Motor vehicles	- 25% on reducing balance
Computer equipment	- 25% Straight line

Deferred tax

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date

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.

2 INTANGIBLE FIXED ASSETS

	Total £
COST	
At 1 July 2009	
and 30 June 2010	930,000
AMORTISATION	
At 1 July 2009	244,125
Charge for year	46,500
At 30 June 2010	290,625
NET BOOK VALUE	
At 30 June 2010	639,375
At 30 June 2009	685,875

D P PUBLICITY LIMITED

**NOTES TO THE ABBREVIATED ACCOUNTS - continued
FOR THE YEAR ENDED 30 JUNE 2010**

3 TANGIBLE FIXED ASSETS

	Fixtures and fittings £	Motor vehicles £	Computer equipment £	Totals £
COST				
At 1 July 2009	10,084	53,884	68,421	132,389
Disposals	-	(53,884)	-	(53,884)
At 30 June 2010	10,084	-	68,421	78,505
DEPRECIATION				
At 1 July 2009	8,399	22,998	54,724	86,121
Charge for year	383	-	7,121	7,504
Eliminated on disposal	-	(22,998)	-	(22,998)
At 30 June 2010	8,782	-	61,845	70,627
NET BOOK VALUE				
At 30 June 2010	1,302	-	6,576	7,878
At 30 June 2009	1,685	30,886	13,697	46,268

4 FIXED ASSET INVESTMENTS

	Investments other than loans £
COST	
Additions	1,074,140
At 30 June 2010	1,074,140
NET BOOK VALUE	
At 30 June 2010	1,074,140

5 CREDITORS

Creditors include an amount of £173,994 (2009 - £737,392) for which security has been given

6 CALLED UP SHARE CAPITAL

Allotted, issued and fully paid Number	Class	Nominal value £1	2010 £	2009 £
2	Ordinary		2	2

7 ULTIMATE PARENT COMPANY

The whole of the share capital is owned by Pitts Developments Limited, a company registered in the UK, and is, in the opinion of the Directors the company's ultimate parent company