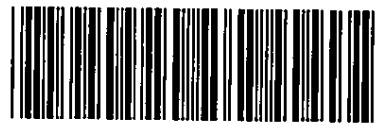


Company Registration No 06846835 (England and Wales)

**ABSOLUTE MEDIA GROUP LIMITED**  
**ABBREVIATED ACCOUNTS**  
**FOR THE YEAR ENDED 31 MARCH 2011**

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**ABSOLUTE MEDIA GROUP LIMITED**

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**ABSOLUTE MEDIA GROUP LIMITED**

**ABBREVIATED BALANCE SHEET**

**AS AT 31 MARCH 2011**

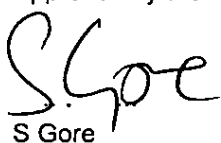
	Notes	2011 £	£	2010 £	£
<b>Fixed assets</b>					
Tangible assets	2		12,818		24,000
Investments	2		2		2
			<u>12,820</u>		<u>24,002</u>
<b>Current assets</b>					
Debtors		100,199		8,033	
Cash at bank and in hand		17,631		30,415	
		<u>117,830</u>		<u>38,448</u>	
<b>Creditors, amounts falling due within one year</b>		<u>(174,565)</u>		<u>(49,637)</u>	
<b>Net current liabilities</b>			<u>(56,735)</u>		<u>(11,189)</u>
<b>Total assets less current liabilities</b>			<u>(43,915)</u>		<u>12,813</u>
<b>Capital and reserves</b>					
Called up share capital	3		127		127
Share premium account			52,488		52,488
Profit and loss account			<u>(96,530)</u>		<u>(39,802)</u>
<b>Shareholders' funds</b>			<u>(43,915)</u>		<u>12,813</u>

For the financial year ended 31 March 2011 the company was entitled to exemption from audit under section 477 Companies Act 2006. No member of the company has deposited a notice, pursuant to section 476, requiring an audit of these financial statements under the requirements of the Companies Act 2006.

The directors acknowledge their responsibilities for ensuring that the company keeps accounting records which comply with section 386 of the Act and for preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of the financial year and of its profit or loss for the financial year in accordance with the requirements of sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to accounts, so far as applicable to the company.

These abbreviated accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime within Part 15 of the Companies Act 2006.

Approved by the Board for issue on 17/11/11

  
S Gore

Director



N Lloyd  
Director

Company Registration No. 06846835

**ABSOLUTE MEDIA GROUP LIMITED**

**NOTES TO THE ABBREVIATED ACCOUNTS**

**FOR THE YEAR ENDED 31 MARCH 2011**

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**1 Accounting policies**

**1.1 Accounting convention**

The financial statements are prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008)

These financial statements have been prepared on a going concern basis, notwithstanding the net liabilities reported on the balance sheet, in view of the support provided by the company creditors. The appropriateness of this basis depends upon the continuation of this support, which the directors believe will not be withdrawn for at least 12 months from the date the accounts are signed

**1.2 Compliance with accounting standards**

The financial statements are prepared in accordance with applicable United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), which have been applied consistently (except as otherwise stated)

**1.3 Tangible fixed assets and depreciation**

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost less estimated residual value of each asset over its expected useful life, as follows

Computer equipment	33% straight line
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**1.4 Investments**

Fixed asset investments are stated at cost less provision for diminution in value

**ABSOLUTE MEDIA GROUP LIMITED**

**NOTES TO THE ABBREVIATED ACCOUNTS (CONTINUED)**

**FOR THE YEAR ENDED 31 MARCH 2011**

**2 Fixed assets**

	<b>Tangible assets</b>	<b>Investments</b>	<b>Total</b>
	<b>£</b>	<b>£</b>	<b>£</b>
<b>Cost</b>			
At 1 April 2010	36,000	2	36,002
Additions	1,042	-	1,042
At 31 March 2011	37,042	2	37,044
<b>Depreciation</b>			
At 1 April 2010	12,000	-	12,000
Charge for the year	12,224	-	12,224
At 31 March 2011	24,224	-	24,224
<b>Net book value</b>			
At 31 March 2011	12,818	2	12,820
At 31 March 2010	24,000	2	24,002

**Holdings of more than 20%**

The company holds more than 20% of the share capital of the following companies

<b>Company</b>	<b>Country of registration or incorporation</b>	<b>Shares held Class</b>	<b>%</b>
<b>Subsidiary undertakings</b>			
Cambridge Research Centre Ltd	England & Wales	Ordinary	100.00
Absolute Sports (UK) Ltd	England & Wales	Ordinary	100.00

The aggregate amount of capital and reserves and the results of these undertakings for the last relevant financial year were as follows

		<b>Capital and reserves 2011</b>	<b>Profit/(loss) for the year 2011</b>
	<b>Principal activity</b>	<b>£</b>	<b>£</b>
Cambridge Research Centre Ltd	Publishing	48,423	8,942
Absolute Sports (UK) Ltd	Publishing	1,417	(1,268)

**3 Share capital**

	<b>2011</b>	<b>2010</b>
	<b>£</b>	<b>£</b>
<b>Allotted, called up and fully paid</b>		
12,700 Ordinary of 1p each	127	127

**ABSOLUTE MEDIA GROUP LIMITED**

**NOTES TO THE ABBREVIATED ACCOUNTS (CONTINUED)**

**FOR THE YEAR ENDED 31 MARCH 2011**

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**4 Related party relationships and transactions**

**Loans to directors**

Transactions in relation to loans with directors during the year are outlined in the table below

Description	% Rate	Opening Balance £	Amounts Advanced £	Interest Charged £	Amounts Repaid £	Closing Balance £
Current account	-	532	42,833	-	-	43,365
Current account	-	(35,468)	43,661	-	33,690	41,883
		<u>(34,936)</u>	<u>86,494</u>	<u>-</u>	<u>33,690</u>	<u>85,248</u>