

Company Registration No. 1036821

Advertiser North London Limited

Report and Financial Statements

2 January 2011



Advertiser North London Limited
(Registration No. 1036821)

Directors' report

The directors present their annual report and the unaudited financial statements for the 52 weeks ended 2 January 2011

Principal activity

The company is non trading

Results, review of activities and future prospects

The company has not traded during the period and has therefore made neither a profit nor a loss nor any other recognised gain or loss, in the period or the prior period. It is not envisaged that the company will commence trading in the next period.

Directors, secretary and registered office

The directors who served during the period were

Vijay Vaghela
Paul Vickers
T M Directors Limited

During the period, the company has maintained adequate cover for its directors and officers under a directors' and officers' liability insurance policy.

The secretary of the company is T M Secretaries Limited

The registered office of the company is One Canada Square, Canary Wharf, London, E14 5AP

Statement of directors' responsibilities

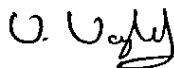
The directors are responsible for preparing the annual report and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice). The financial statements are required by law to give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that period. In preparing those financial statements, the directors are required to

- select suitable accounting policies and then apply them consistently,
- make judgements and estimates that are reasonable and prudent,
- state whether applicable United Kingdom Accounting Standards have been followed, and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the company and to enable them to ensure that the financial statements comply with the Companies Act 2006. The directors are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

By order of the Board



Vijay Vaghela
4 January 2011

Advertiser North London Limited
(Registration No. 1036821)

Balance sheet

	2 January 2011 £	3 January 2010 £
Current liabilities		
Amounts due to fellow subsidiaries	(3,527,370)	(3,527,370)
Net liabilities	<u>(3,527,370)</u>	<u>(3,527,370)</u>
Equity capital and reserves		
Share capital		
Authorised, allotted, called up and fully paid		
200 ordinary shares of £1 each	200	200
Profit and loss account	(3,527,570)	(3,527,570)
Shareholders' funds	<u>(3,527,370)</u>	<u>(3,527,370)</u>

The company has been dormant throughout the period and members have not required the company to obtain an audit in accordance with Section 476 of the Companies Act 2006. Accordingly, the company is entitled to the exemption from audit under Section 480 of the Companies Act 2006.

The directors acknowledge their responsibility for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.

These financial statements were approved by the board of directors on 4 January 2011.

Signed on behalf of the directors



Vijay Vaghela

Advertiser North London Limited
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Notes to the accounts
For the period ended 2 January 2011

1. Accounting policies

The accounting policies have all been applied consistently throughout the period and the preceding period. The financial statements are prepared in accordance with applicable law and United Kingdom accounting standards. The particular accounting policies adopted are described below.

Accounting convention

The financial statements are prepared under the historical cost convention.

2. Profit and loss account

The company has not traded in the period or prior period and, accordingly, it has made neither a profit nor a loss. No profit and loss account has therefore been prepared.

3. Information regarding directors and employees

The company has no employees. The directors received no remuneration in respect of services to the company in the period or prior period.

4. Ultimate parent company and immediate parent undertaking

In the opinion of the directors, the company's ultimate parent company and controlling entity at the period end was Trinity Mirror plc, a company incorporated and registered in England and Wales. Trinity Mirror plc is the parent undertaking of the largest and smallest group which includes the company and for which group financial statements are prepared. Copies of the group financial statements are available from its registered office at One Canada Square, Canary Wharf, London, E14 5AP.

The immediate parent undertaking is Advertiser North London Group (Holdings) Limited, a company registered in England and Wales.