

For Immediate Release

**ATTIK CO-FOUNDER AIMS TO REPAY THE PRINCE'S TRUST
FROM WINNINGS ON ITV'S "WHO WANTS TO BE A
MILLIONAIRE?"**

**May 20 Broadcast, Part of The Prince's Trust's 30th Anniversary Celebration, to
Reveal Objective's Fate**

LEEDS, ENGLAND – (May 19, 2006) – During a special edition broadcast of ITV's "Who Wants to Be a Millionaire?," ATTIK co-founder James Sommerville will attempt to repay HRH The Prince of Wales and The Prince's Trust for a £1000 grant issued to Sommerville and his partner Simon Needham twenty years ago. The pair used the grant to launch a design company in Huddersfield which has since become a global creative agency, with successful offices in Leeds, New York, San Francisco and Los Angeles.

The special edition of "Millionaire" will air at 6pm on May 20, featuring celebrities teamed-up with individuals who, like Sommerville, received aid from The Prince's Trust. Sommerville will partner with supermodel Jerry Hall during the broadcast, with the goal of winning at least enough money to pay back The Prince's Trust for their original investment of £1,000. "For anyone who knows the show," James said, "there's also a strong chance you could take home nothing. I set myself a personal goal of at least trying to reach the £1,000 threshold, and if I was lucky enough to win more – that would be a bonus. The pressure was pretty intense."

First established in 1976, The Prince's Trust helps change the lives of underprivileged or troubled 14-30 year olds in the UK through financial and practical support. As Sommerville explained, 20 years ago, he and his partner fit that description. "Back in 1986," he continued, "Simon and I were unemployed 'pavement artists' who, after leaving Art School in Batley, West Yorkshire, were chalking on the city streets of England. After being arrested one afternoon for not paying for a train ticket, we decided to apply our creative talents to better use by starting a graphic design business. We approached The Prince's Youth Business Trust for financial support and were awarded the grant. We officially opened for business the very next day, in my grandmother's attic bedroom in Huddersfield."

Today, ATTIK is the longest-serving Prince's Trust start-up, from over 60,000+ businesses which have been funded since 1976. Sommerville continues serving The Prince's Trust as a member of Yorkshire and Humberside Council, and as an advisor to The Trust's headquarters in London as well as HRH The Prince of Wales. At ATTIK, his role as Group Creative Director involves him in all of ATTIK's European branding projects.

Over the past 30 years, The Prince's Trust has helped over a half million young people, and continues to support 100 more every day. Numerous high-profile events in celebration of the 30th Anniversary are scheduled for the days ahead. For more information, please visit <http://www.princes-trust.org.uk/PT30thBirthday>.