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4 August 2006

West 175 Media Group Inc.

("West" or "the Company")

Reverse Merger to form Hightex Group plc

West 175 Media Group Inc. is pleased to announce that the Company has entered into a conditional agreement for a reverse merger, pursuant to which the shareholders of the Company will exchange their existing shares in the Company for shares in Hightex Group plc ("Hightex"), a newly incorporated holding company. Hightex has in turn conditionally agreed to acquire HighTex International (HTI) AG and its subsidiaries ("HTI Group") and SolarNext AG ("SolarNext"). On Completion of these transactions, the Company will cease to exist and the entire share capital of Hightex will be admitted to trading on AIM.

The Transactions are conditional, *inter alia*, on the passing by West Shareholders of certain resolutions to be put to them at a Special Meeting of the Company which is being convened for 4 September 2006. The Transactions are also conditional on the existing shareholders and loan note holders of HTI Group accepting the offers made to them by Hightex

It is expected that the Transactions will be completed on or around 6 September 2006.

Trading in the Company's shares on AIM was suspended on 31 July 2006 at the Company's request pending the announcement of the Transactions. The suspension will be lifted with effect from this announcement.

Highlights

- Hightex is a newly incorporated English public limited company established for the purposes of effecting a reverse merger between West, HTI Group and SolarNext;
- West will merge with a wholly owned subsidiary of Hightex, Hightex Americas LLC, under the laws of the States of Delaware. Upon the Merger becoming effective, West Shareholders will be allotted new Ordinary Shares in Hightex which will be merged into Hightex Americas LLC and will cease to exist as a separate legal entity;
- Separately, Hightex has offered to acquire HTI Group and SolarNext in exchange for the allotment of new Hightex Shares. These Acquisitions is conditional on the West Merger and Admission becoming effective;
- Hightex intends to apply for admission of its shares to trading on AIM. Assuming the West Merger becomes effective and the Acquisitions is completed in accordance with its terms, it is expected that such Admission will become effective on 6 September 2006;
- To fund transaction costs and ongoing working capital of Hightex, Ludgate Investments Limited has conditionally placed 15,000,000 new Hightex Shares with institutional and other investors at a placing price of 10 pence per share (the "Hightex Placing"). The Hightex Placing is conditional, *inter alia*, on completion of the West Merger, the Acquisitions and Admission;
- Pursuant to the Hightex Placing warrants over 7,800,000 Hightex shares have been issued to placees at a subscription price of 11p per Hightex Share and exercisable in the period expiring on the second anniversary of Admission.
- In April 2006, West conditionally raised a further £1,000,000 by a conditional placing of 100,000,000 new West Shares at 1 penny per share (the "April Placing"). The April Placing was conditional on West announcing a reverse acquisition before 2 September 2006. The April Placing becomes unconditional as a result of this announcement and therefore placees under the April 2006 Placing will be entitled to participate in the West Merger. An application will be made for the shares issued subject to the April Placing to be admitted to trading on AIM. The shares will rank *pari passu* with existing West Shares and dealings are expected to commence on 10 August 2006. The enlarged issued share capital of West following this allotment will be 391,957,470 Ordinary Shares.
- Assuming all of the new Hightex Shares to be allotted pursuant to the West Merger and the Acquisitions are allotted on completion of the transactions and assuming full take-up of the proposal put to holders of options over and warrants to subscribe for West Shares, it is expected that on Admission, current West Shareholders will own 34 per cent. of the enlarged ordinary share capital of Hightex, the current owners of HTI Group will own approximately 54 per cent., and the placees acquiring shares pursuant to the Hightex Placing will own approximately 12 per cent..

HTI and SolarNext

- HighTex International (HTI) AG ("HTI") is one of the world's leading designers, producers and installers of polymer membrane solutions to the building and construction industries. It currently operates in Switzerland, Germany, UK, Poland, Thailand and the United States.
- Projects that HTI (or in the case of projects before its formation, its management) has completed include: the passenger concourses at the New Bangkok International Airport, Thailand (2006); the new Grandstand at Royal Ascot Racecourse, UK (2006); the Olympic Stadium in Berlin, Germany for the 2006 World Cup (2004); the Pusan Stadium in South Korea (2002); the membrane façade at the Burj Al Arab Hotel in Dubai, U.A.E (1997); and the Mound Stand at Lord's Cricket Ground, UK (1988)
- SolarNext is chiefly focused on the development of applications in the generation of: clean energy; solar cooling; the prevention of heat from entering homes, offices and other structures; and the desalination of water.
- Hightex envisages that, over time, the polymer membrane structures business of HTI can be combined with the solar business of SolarNext to form a third business, the Intelligent Buildings Division, focused particularly on buildings such as offices, hotels, visitor centres and airports, which can use products

derived both from SolarNext as well as the polymer membranes currently supplied by HTI.

John Gunn, Director of West 175 Media Group Inc, commented:

"This good news follows a protracted period of consolidation and repair, which began in June 2002 when the new board of West was appointed. Your directors believe that Hightex offers shareholders in West the opportunity to participate in a forward-looking business offering environmentally sound solutions to architects and builders. Its impressive track record in the construction industry and the exposure that SolarNext will provide to the increasingly important area of energy efficiency underpin its growth prospects."

For further information:

West 175 Media Group Inc.
John Gunn, Director
Charles Sebag-Montefiore

Tel: 020 7236 0973

Hightex Group plc
Charles DesForges, Chairman
Klaus-Michael Koch, Chief
Executive Officer

Tel: 07799 626 238
Tel: +49 172 895
1400

Teather & Greenwood Ltd
Jeff Keating
Sindre Ottesen
Robert Naylor

Tel: 020 7426 9000

M:Communications
Patrick d'Ancona
Eleanor Williamson

Tel: 020 7153 1530

This summary should be read in conjunction with the full text of this announcement set out below.

Certain definitions and terms apply throughout this announcement and your attention is drawn to the table at the end of this announcement where these definitions and terms are set out in full.

Teather & Greenwood Limited, which is a member of the London Stock Exchange plc and is authorised and regulated in the United Kingdom by the Financial Services Authority, is acting exclusively for the Company and no one else in connection with the West Merger and as nominated adviser and broker to Hightex (for the purpose of the AIM Rules) in connection with the Admission, and will not be responsible for providing the protections afforded to customers of Teather & Greenwood Limited nor for providing advice in relation to the contents of this announcement or any matter, transaction or arrangement referred to in it.

The directors of West accept individual and collective responsibility for the information contained in this announcement and for the Company's compliance with the AIM Rules. To the best of the knowledge and belief of the directors and the Company (who have taken all reasonable care to ensure that such is the case), the information contained in this announcement for which they are responsible is in accordance with the facts and does not omit anything likely to affect the import of such information.

This announcement does not constitute, or form part of, an offer or an invitation to purchase any securities.

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1. Introduction - Background to and reasons for the proposed Transactions

The Company currently has no trading business or investments, following a protracted period of consolidation and re June 2002 when the new board was appointed. All the formerly owned loss-making businesses in the United Kingdom, Zealand were closed or sold with effect from 31 March 2003. Shortly thereafter, a company voluntary arrangement was dealings in the West Shares resumed on AIM at the end of July 2004, with the Company effectively by then an investm directors of West have since this time, been actively looking for businesses to reverse into West that presented an investment opportunity to West Shareholders.

After what has turned out to be a more prolonged search than originally anticipated, a target that fulfills these criteria has now been identified. The directors of West believe that Hightex, HTI and SolarNext together offer shareholders in West the opportunity to participate in an interesting business which offers environmentally sound solutions to architects and builders and which possesses good growth prospects.

2. The West Merger

The West Merger is to be implemented by means of a statutory merger under the laws of the State of California and the State of Delaware between West and a wholly owned subsidiary of Hightex, Hightex Americas LLC. Under

the terms of the West Merger, all West Shares will be cancelled in consideration for the issue by Hightex of new Hightex Shares to the former West Shareholders. Under the terms of the Merger Agreement, each West Share in issue on the effective date of the West Merger will be converted into the right to receive 0.10 of a new Hightex Share. A West Shareholder who owns 100 West Shares, will therefore receive 10 new Hightex Shares and so in proportion for any other number of West Shares held. Fractions of new Hightex Shares will not be issued.

Hightex intends to apply for admission of its issued and to be issued shares to trading on AIM. It is anticipated that such an Admission will take effect on 6 September 2006. Completion of the West Merger is conditional, *inter alia*, on the approval of a simple majority of holders of the outstanding West Shares entitled to vote on the proposal at the West Special Meeting, West having cash in its bank account of not less than £1.9 million at Completion, and each of the Hightex Placing, the HTI Acquisition and the SolarNext Acquisition having become unconditional save only for any conditions relating to Admission.

Further information on the West Merger will be set out in a circular to shareholders and in an admission document being published by Hightex. It is expected that these documents will be posted to West Shareholders later today.

3. Information on HTI and SolarNext

3.1. HTI

HTI designs, produces and installs polymer membrane technology used by architects and structural engineers. Polymer membrane structures are used by architects and structural engineers in the building and construction industries because they are flexible and lightweight yet durable and proof against sunlight and weather. Because of these properties, architects and structural engineers are able to design buildings and other structures that not only look attractive but are pleasant and functional because of the transparent and translucent nature of these materials.

Projects that HTI (or in the case of projects before its formation, its management) has completed include: the Mound Stand at Lord's Cricket Ground, UK (1988); the membrane façade at the Burj Al Arab Hotel in Dubai, U.A.E (1997); the Pusan Stadium in South Korea (2002); the Olympic Stadium in Berlin, Germany for the 2006 World Cup (2004); the new Grandstand at Royal Ascot Racecourse, UK (2006); and the passenger concourses at the New Bangkok International Airport, Thailand (2006).

Further information on HTI's business and products will be set out in Hightex's admission document which is expected to be posted to West Shareholders later today.

3.2. SolarNext

It is widely recognised that fossil fuels are a limited resource. Hightex believes that this scarcity, combined with growing awareness of the issues of pollution, greenhouse gases and other negative effects associated with fossil fuel combustion will increasingly lead industry, business and the consumer to turn to alternative energy sources as a viable replacement. Solar energy is the earth's primary and ultimate renewable energy source. The directors of Hightex feel that with HTI's existing know-how in membrane technology and the commercialisation of membranes, particularly in a construction environment, there should be opportunities where it could combine membrane technology with solar energy related products. SolarNext was therefore established in 2000 to exploit these opportunities.

SolarNext will be chiefly focussed on applications in the generation of: energy; solar cooling; the prevention of heat from entering homes, offices and other structures; and the purification of water.

Further information on SolarNext's business and products will be set out in Hightex's admission document which is expected to be posted to West Shareholders later today.

3.3 The Hightex Placing

To fund transaction costs and ongoing working capital of Hightex, Ludgate Investments Limited has conditionally placed 15,000,000 new Hightex Shares with institutional and other investors at a placing price of 10 pence per share. The Hightex Placing is conditional, *inter alia*, on completion of the West Merger and the Acquisitions and conditional on Admission. Pursuant to the Hightex Placing warrants over 7,800,000 Hightex shares have been issued to placees at a subscription price of 11p per Hightex Share and exercisable in the period expiring on the second anniversary of Admission.

Further details of the Hightex Placing will be set out in Hightex's admission document which is expected to be posted to West Shareholders later today.

4. Directors of Hightex

The board of Hightex consists of five directors for whom brief biographies are set out below.

Dr Charles DesForges (Non-Executive Chairman), aged 65

Charles DesForges is an experienced industrial manager having held senior management / board positions in several multi-national companies. He has extensive experience of the creation and management of technology-dependent businesses which exploit IP through nine years as a director at 3i plc. In recent years he has been Chairman / Director of several SMEs operating within the EU and CEO of a multi-national metal mining consortium based in Paris. He has a 1st class honours degree in applied science and a Ph.D from Cambridge University. He is past vice-president of the UK Institute of Materials and past President of TII, Luxembourg, Europe's leading professional technology transfer organisation.

Dr DesForges entered into an agreement with Hightex on 3 August 2006 to act as its non-executive Chairman. The agreement is terminable with 6 months' written notice by either party. Director's fees payable under the agreement are £36,000 per annum, plus reimbursement of expenses and £5,000 per annum for each board committee on which he sits. He is also to receive a signing-on bonus of £12,000 for services provided to Hightex in the capacity of non-executive Director since April 2006.

Michael Koch (Chief Executive Officer), aged 54

Michael Koch is Chief Executive Officer of Hightex Group plc. He completed his Law Studies at Munich University in 1975 and in 1977 was issued his certificate as a German Lawyer. Having worked as a craftsman for

his father's membrane business in his free time since High School, Michael joined his father's business full-time in 1978 and, over the next few years, became the most successful Sales Manager. In 1990 Michael was appointed Managing Director of Koch Hightex GmbH. From 1986 until 1996 he was Chairman of the German Quality Association for Membrane Roofing (KDV). In 1995 Michael received the Plunkett Award from DuPont for the best innovation with Teflon. From 2000 to present he has been Chairman of SolarNext AG. In 2004 Michael became Managing Director of Hightex GmbH.

Mr Koch entered into a service agreement with Hightex on 3 August 2006, to act as its Chief Executive Officer. The agreement is terminable with 12 months' written notice by either party. The agreement also terminates on normal retirement age. Remuneration payable under this agreement and pursuant to arrangements with other companies in the Enlarged Group is €180,000 per annum, plus expenses.

Frank Molter (*Finance Director*), aged 41

Frank Molter joined HTI Group in March 2004 and has been appointed Finance Director for Hightex Group plc. Previously he held senior posts in the media industry including Chief Financial Officer of H5B5 Media AG (listed on the German Neuer Markt), Finance and Human Resources Director of radio NRW GmbH and was Managing Director of the start-up CALACON GmbH, an accounting services company. Previously, he worked as consultant at Roland Berger & Partner, the German strategy consulting company. Frank graduated with an MBA from HEC, Paris, France.

Mr Molter entered into a service agreement with Hightex on 3 August 2006, to act as its Finance Director. The agreement is terminable with 12 months' written notice by either party. The agreement also terminates on normal retirement age. Remuneration payable under this agreement and pursuant to arrangements with other companies in the Enlarged Group is €156,000 per annum, plus expenses.

David Walker (*Director of Business Development*), aged 52

David Walker joined Koch Hightex GmbH in 1991. He was appointed International Sales Director and based in Germany from 1993 to 1997 and Director of Koch Membrane Japan Co. Ltd from 1995 to 2000). He was appointed Managing Director of Hightex Ltd in 2001 and to the Board of Hightex Group plc in July 2006. David graduated in 1976 with an Honours degree in Physics & Electronics from the University of Brighton before founding and becoming Technical Director of SERAC (Solar Engineering Research And Components) from 1977 to 1988, when he became Managing Director of SERAC until 1991.

Mr Walker entered into a service agreement with Hightex on 3 August 2006, to act as its Director of Business Development. The agreement is terminable with 12 months' written notice by either party, subject to a 12 month trial period during which the time the agreement is terminable with 1 month's written notice by either party. The agreement also terminates on normal retirement age. Remuneration payable under this agreement and pursuant to arrangements with other companies in the Enlarged Group is €156,000 per annum, plus expenses.

Charles Sebag-Montefiore FCA (*Non-Executive Director*), aged 56

Charles Sebag-Montefiore qualified as a Chartered Accountant in 1974 and was appointed an executive Director of Ludgate Investments Limited, an independent corporate advisory company, in October 2004. He is also a non-executive Director of West. He was a partner of Grieveson Grant & Co from 1985 to 1986 and an executive Director of Kleinwort Benson Securities Ltd (1986-1994), of Elderstreet Private Equity (1997-1999) and of IDJ Limited (1999-2004). He was a non-executive Director of Euclidian plc (1994-1999) and of Kiln plc (2001-2006).

Mr Sebag-Montefiore entered into an agreement with Hightex on 3 August 2006 to act as a non-executive Director of Hightex. The agreement is terminable with 6 months' written notice by either party. Director's fees payable under the agreement are £24,000 per annum, plus reimbursement of expenses and £5,000 per annum for each board committee on which he sits. He is also to receive a signing-on bonus of £8,000 for services provided to Hightex in the capacity of non-executive Director since April 2006.

5. Financial information on the enlarged Hightex Group

The following financial information for HTI Group and SolarNext, which has been drawn up on an aggregated basis for illustrative purposes only based on the financial information contained in the Hightex admission document which is expected to be posted to West Shareholders later today, should be read in conjunction with the full text of that admission document.

	Year ended 31 December 2003	Year ended 31 December 2004	Year ended 31 December 2005
	\$'000	\$'000	\$'000
Revenues	10,676	9,635	11,760
Operating Profit	755	18	800
Margin	7.1 per cent.	0.2 per cent.	6.8 per cent.
Shareholders' Equity	771	644	1,556

Hightex will, following Completion, have a total of 34 full-time and 2 part-time employees (excluding directors).

6. The April 2006 Placing and Directors dealings in shares

In April 2006, West entered into conditional placing agreements to raise £1,000,000 by a placing of 100,000,000 new shares of common stock at 1 penny per share ("the April Placing"). The April Placing was conditional on West announcing a reverse acquisition before 2 September 2006. The April Placing becomes unconditional as a result of this announcement and therefore places under the April Placing will be entitled to participate in the West Merger. The new West Shares to be allotted pursuant to the April Placing will be allotted shortly and application will be made for those new West Shares to be admitted to trading on AIM. Dealings are expected to commence on 10 August 2006. The enlarged issued share capital of West following this allotment will be 391,957,470 Ordinary Shares.

Two directors of West participated in the April Placing, namely John Gunn (15,000,000 Ordinary Shares) and Charles Sebag-Montefiore (500,000 Ordinary Shares). Following this allotment their holdings in the enlarged share capital will be approximately 13.4 per cent. and 0.5 per cent. respectively.

7. Outstanding option and warrants

The directors of Hightex have required as a condition of the West Merger that Hightex does not inherit the significant number of existing options over West Shares and warrants to subscribe for West Shares currently in issue, as this would inhibit the ability of Hightex to operate a suitable share incentive scheme linked to its future for the benefit of all Hightex shareholders. The directors of West do not believe this to be an unreasonable requirement.

It is therefore proposed that, prior to implementation of the West Merger, most of the outstanding options and outstanding warrants should be converted into new West Shares, which will then be converted into a right to receive new Hightex Shares on the same basis as existing West Shares pursuant to the West Merger. The proposed basis of conversion of Outstanding Options and Outstanding Warrants into West Shares differs according to whether the entitlement is "in-the-money" or "out-of-the-money".

West is writing separately today to holders of outstanding options over and warrants to subscribe for West Shares with further details of these proposals. Further information in relation to these proposals will also be contained in the circular being posted to West Shareholders later today.

8. Irrevocable undertakings

The Company has received irrevocable undertakings from the directors of West to vote in favour of the West Merger and the other resolution being proposed at the West Special Meeting in respect of, in aggregate, 55,909,481 West Shares representing approximately 14.3 per cent. of the West shares in issue following the allotment of shares pursuant to the April Placing.

9. Shareholder Documents - Action to Be Taken

The following documents setting out further details of the Transactions are expected to be posted to West Shareholders later today:

- A circular to West Shareholders;
- An admission document in relation to Hightex;
- A pink letter of transmittal (equivalent to a form of acceptance) for use by West Shareholders in connection with the West Merger;
- A white proxy card or, if you hold West Shares in the form of depository interests, a blue form of direction;
- A termination notice in respect of depository interests in West Shares, if relevant;
- A copy of the agreement relating to the West Merger; and
- A copy of Chapter 13 of the California Corporation Code which summarises certain important rights that you have as a West Shareholder.

West Shareholders are urged to complete, sign and return the following two forms as soon as possible:

- The pink letter of transmittal along with any relevant share certificates;
- The white proxy card or blue form of direction (whichever is relevant); and

For holders of West Shares in the form of depository interests, they should also input their stock withdrawal message in the usual way in accordance with CREST procedures, as soon as possible.

As a positive consent is required from West Shareholders to approve the West Merger and for West Shareholders to receive any Consideration Shares, it is important for West Shareholders to read all of the posted documentation and return the documents required, signed, with all information filled out appropriately as soon as possible.

10. Expected timetable of principal events:

Record Date for the West Special Meeting	17 August 2006
West Special Meeting	4 September 2006
Issue by West of new West Shares pursuant to the proposal to holders of outstanding options over, and warrants to subscribe for West Shares	4 September 2006
Completion of the West Merger	6 September 2006 at 7:59:59am
Admission to trading on AIM of the Hightex Shares	6 September 2006 at 8:00am
HTI Acquisition and the SolarNext Acquisition unconditional	6 September 2006 at 8:00am
CREST stock accounts credited in respect of new Hightex Shares allotted on completion (as applicable)	6 September 2006
Certificates in respect of new Hightex Shares allotted on	11 September 2006

completion (as applicable)
dispatched week commencing

11. Admission, settlement and dealings

Application will be made to the London Stock Exchange for the entire issued and to be issued share capital of Hightex (including the new Hightex Shares to be issued pursuant to the West Merger and the Acquisitions) to be admitted to trading on AIM. It is expected that Admission will become effective and that dealings on AIM in those Hightex Shares which are allotted on completion of the Transactions will commence on 6 September 2006. The Hightex Shares are in registered form and are capable of settlement through CREST. Hightex Shares will only be issued to holders of West Shares if, prior to Admission, they have validly returned letters of transmittal to the registrar and either surrendered their West Share certificates or entered a stock withdrawal message on CREST (whichever is relevant). Further Consideration Shares will be issued at 14 day intervals after Admission to the extent that letters of transmittal are returned by the holders of West Shares and West Share certificates are surrendered after Admission.

Definitions

The following definitions apply throughout this announcement unless the context requires otherwise:

"Admission"	the admission of the entire issued and to be issued ordinary share capital of Hightex (including the Consideration Shares and the Placing Shares) to trading on AIM becoming effective in accordance with the AIM Rules
"Completion"	completion of the Merger, the Hightex Acquisition, the SolarNext Acquisition [and the Placing], or any one or combination of them, as the context requires
"Consideration Shares"	the 64,454,864 Ordinary Shares to be issued as consideration pursuant to the West Merger, the HTI Acquisition and the SolarNext Acquisition
"Enlarged Group"	Hightex and its subsidiary undertakings following Completion
"HTI"	Hightex International (HTI) AG, a company incorporated in Switzerland, with registered office at Espenstrasse 7, CH-9220, Bischofszell, Switzerland whose registered number is CH-440.3.018.281-5
"HTI Acquisition"	the proposed acquisition by Hightex of the entire issued share capital of HTI
"Hightex Placing"	the proposed placing of 15,000,000 Ordinary Shares by Ludgate Investments Limited at the Placing Price, further details of which will be set out in the admission document expected to be published by Hightex later today
"Hightex Shares" or "Ordinary Shares"	ordinary shares of 1p each in the capital of Hightex
"Placing Price"	10p per Ordinary Share
"Placing Shares"	the 15,000,000 Ordinary Shares to be issued pursuant to the Hightex Placing
"SolarNext Acquisition"	the proposed acquisition by Hightex of the entire issued share capital of SolarNext
"Transactions"	the HTI Acquisition and the SolarNext Acquisition, the Placing and the West Merger or any of them as the context requires
"West Merger"	the proposed merger under the laws of the State of California and the state of Delaware between Hightex Americas LLC (a subsidiary of Hightex) and West, details of which will be set out in the circular to West Shareholders expected to be published by the Company later today
"West Shareholders"	Holders of West Shares
"West Shares"	common stock of no par value in the capital of West
"West Special Meeting"	the special meeting of West which is being convened for 4 September 2006 at which West Shareholders will be asked

to approve the West Merger and to
approve an increase in West's
authorised share capital for the
purposes of implementing the proposals
to the holders of options and warrants

END