21 March 2011

Dear Shareholder,

ITV plc Report and Accounts 2010 and Notice of 2011 Annual General Meeting

Thank you for electing to receive shareholder communications from ITV plc electronically.

Please note that the following documents are now available on the Company website at www.itvplc.com

Document	**Location**
2010 Annual Report and Accounts	www.itvplc.com/investors/reports
Notice of Annual General Meeting	www.itvplc.com/investors/agm

This email notification is introducing the proposals contained in the above documents which should be read before taking a decision. This email notification is not a summary of the above documents and should not be regarded as a substitute for reading the documents.

Annual General Meeting

The ITV plc Annual General Meeting will be held at 11.00 am on Wednesday, 11 May 2011 in the Mountbatten Room at the Queen Elizabeth II Conference Centre, Broad Sanctuary, Westminster, London, SW1P 3EE.

If you are unable to attend the Annual General Meeting please complete the online proxy form, which is available at www.itvplc.com/investors/agm or at www.capitashareportal.com and follow the instructions provided. Any vote by proxy should be received by Capita at least 48 hours before the time of the meeting i.e. by 11.00 am on Monday, 9 May 2011.

Voting by proxy prior to the meeting does not affect your right to attend the meeting and vote in person should you so wish.

Shareholder enquires

Enquiries regarding your shareholding should be directed to Capita Registrars during normal business hours on the following telephone numbers:

Tel U.K.: 0871 664 0300 (calls cost 10 pence per minute plus network charges)*
Tel Overseas: +44 20 8639 3399

* Lines are open 8.30am-5.30pm Mon-Fri

Alternatively, you may e-mail any enquiries to Capita Registrars on:
shareholder.services@capitaregistrars.com or visit www.capitaregistrars.com

Yours sincerely

Andrew Garard
Company Secretary

Registered office: The London Television Centre, Upper Ground, London SE1 9LT
Registered number 4967001 England

This communication has been sent to certain beneficial owners of shares who have been nominated by their registered holders of shares to enjoy information rights in accordance with section 146 of the Companies Act 2006. **Such persons are advised that, in order to vote at the forthcoming Annual General Meeting, they must issue an instruction to the registered holder of their shares**. The Company may only accept instructions from registered holders of its shares and it would therefore be unable to act upon any instructions received from nominated persons.