



5th September 2007

Appointment of Director of Technology

Ahead of the opening of Red Bee Media Australia's state-of-the-art Broadcast Centre in 2008, Chris Howe, formerly Director of Emerging Technology at Red Bee Media U.K., will relocate to Sydney to take up the position of Director of Technology, Red Bee Media Australia.

Chris designed the technical architecture in Red Bee Media's Broadcast Centre in London. The largest purpose built facility of its kind in Europe, the Broadcast Centre's tapeless technology supports the media workflow principle of ingesting content once and using it many times. This enables broadcasters, content owners and platform providers efficient delivery of media to multiple-platforms, whether it be traditional TV services, broadband or mobile devices.

Mick Morris, Managing Director of Red Bee Media Australia, said, "This is a very exciting time for Red Bee Media Australia and I am confident that the next two years will see significant growth. With his extensive knowledge and experience, Chris will be a huge asset to our Australian business and will play a key role in developing smart, cost-effective solutions for our clients."

"My family and I are very excited about heading to Sydney and I am looking forward to working with Mick and his team in the further development of Red Bee Media's Australian business," said Chris Howe about his new position.

Chris Howe will be speaking at the upcoming Amsterdam IBC Conference session: Outsourcing and the Media Provider on Thursday, 6 September between 16:00 and 17:30. He will talk about his time while working within the BBC, then at Red Bee Media as well as his experience of the new trend in Australia towards outsourcing ployout.

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For more information, please contact:

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About Red Bee Media Australia Pty Limited

Red Bee Media Australia Pty Limited is a wholly owned subsidiary of Red Bee Media Limited.

At our offices in Sydney, Melbourne, Brisbane and Perth, we specialise in creating and providing live and pre-recorded closed captions (subtitles) for major Australian broadcast networks such as SBS, Nine Network, Seven Network and Network Ten. We also supply captioning for major advertisers and their agencies, video and DVD distributors, subscription television channels and conferences in Australia and overseas, as well as language translation services in all media and live remote transcriptions of university lectures and business meetings.

Red Bee Media Australia is currently building a new state of the art Broadcast Centre due to launch in mid-2008, which will bring together all of the existing Sydney operations into a new multi-client facility. This facility will offer not only captioning, but also digital media management and playout to diverse platforms.

The facility will use similar technology to Red Bee Media's existing world class facility in London, UK, where we play out over 80 television channels. Clients include the BBC, UKTV, Virgin Media Television and ESPN.

Subject to finalisation of contracts, Red Bee Media Australia has been appointed by Special Broadcasting Service Corporation (SBS) to provide playout and digital media management services. SBS is Australia's multicultural and multilingual public broadcaster and the first of the main broadcasters in Australia to outsource these types of services.

For information about our services, please contact:

Tel: +61 (0)2 9212 5277 for captioning and translation

Tel: +61 (0)2 9288 9326 for media management and playout

Or visit: www.redbeemedia.com.au

About Red Bee Media Limited

Red Bee Media is Europe's leading expert in the distribution and promotion of multimedia content, offering a comprehensive range of services to playout, publish, promote and provide media access for content across all media, from television to mobile phones.

Services include:

- **Digital Hive:** a one-stop shop for content owners, rights holders and distributors to digitise, store, enhance and deliver content to any platform whether it is for television, mobile, web, or tomorrow's latest gadget.
- **On Demand Content Distribution:** Sherpa is a platform that makes it possible to offer content on demand and guide consumers to it on their TV, PC and mobile phone.
- **Creative:** promotion, design and branded content
- **Content Enhancement:** repurposing content for any platform
- **Playout and media management:** including video on demand for TV, web and mobile
- **Access services:** subtitling, signing and audio description
- **Language localisation:** dubbing and subtitles for localisation of content
- **Listings:** TV scheduling and editorial information for electronic programme guide (EPG)
- **Piero:** 3D sports graphics system that allows play to be viewed from any angle
- **Results:** Real-time 3D information-graphic systems

Red Bee Media is majority owned by Macquarie Capital Alliance Group, a fund managed by a member of the Macquarie Bank Group.

For more information visit: www.redbeemedia.com