



## **Red Bee Media Appoints Adstream Media as Exclusive Reseller**

Red Bee Media has appointed Adstream Media as the exclusive reseller of its TV advertising Closed Captioning services in the Australian market. Adstream will promote and market Red Bee Media's TV advertising Closed Captioning services as part of its electronic advertising delivery and online asset management services.

Red Bee Media, formerly the Australian Caption Centre, has operated in Australia since 1985. It is the home of Australia's most experienced Captioners and uses the quality guaranteed Supertext brand.

Captioning television commercials allows advertisers to ensure maximum target market reach and relevance amongst the 3.5 million Australians who are deaf or hearing impaired and communicates a powerful brand message of care and sensitivity to the audience.

"Captioning is very much an important part of what we do here at Adstream" says Peter Miller, Managing Director of Adstream Australia. "We have facilitated the process technically since the inception of our business in 2003, but now we are excited about moving into the front line of promoting Captioning. We like working with other market leaders and Red Bee Media pioneered the category in Australia"

Red Bee Media, which employs over 120 skilled Captioners and Linguists, will be operating out of a brand new Media Centre in Rosebery from January 2009.

"Over the past several years the agency demand for Closed Captions has grown remarkably which has been very important for viewers," says Red Bee Media Managing Director, Chris Howe. "We had a look at the market and decided that Adstream, with its highly professional operation, leading edge technologies and

strong agency relationships, would be a perfect partner.” Red Bee Media will concentrate on Captioning and providing a quality service working hand-in-hand with Adstream.