



10th March 2008

Red Bee Media Adds Translation Skills through Acquisition of Titelbild

Red Bee Media has acquired Titelbild Subtitling and Translation GmbH, one of the leading European multilingual subtitling and translation service providers. The acquisition means that, for the first time, Red Bee Media is able to offer high quality translation services into any language as well as expanding Red Bee Media into the German market.

Headquartered in Berlin, Titelbild was established by Mary Carroll in 1996, providing translations, subtitles, training and consulting services to the German and international market. Titelbild's current clients include major distributors such as Warner Bros, Paramount and Sony Pictures and the broadcasters ARD, ZDF and ARTE. Their other clients include cultural institutions such as the Goethe Institut and Tate Modern. Additionally, the company provides a wide range of multilingual translation services for the European Commission.

Titelbild has 25 employees and a strong network of freelance translators. In the future, the company will be referred to as 'Titelbild, a Red Bee Media Company'.

Red Bee Media is the recognised market leader of access services in the UK, France and Australia with clients such as the BBC, Channel 4, M6, Canal+ and all major Australian commercial networks. The addition of Titelbild extends Red Bee Media's presence in Europe. Importantly, it also adds multilingual capability and establishes Red Bee Media in the translation market.

Said Mary Carroll, Managing Director of Titelbild: "Titelbild has grown into a leading European multilingual translation and subtitling provider. We are now moving onto

our next stage of growth by joining the Red Bee Media family, giving us access to global broadcast clients and new markets.”

Said Toby Blizzard, Head of Business Development, Access Services, Red Bee Media: “I am very excited about Titelbild joining the Red Bee Media family. This is a significant step in our expansion in Europe and, most importantly, adds multilingual and translation capability to our product suite. We welcome the staff from Titelbild to Red Bee Media.”

About the access market:

- From April 2008, Red Bee Media will subtitle 100% of the programmes on the seven BBC network channels
- By February 2010, all major French broadcasters must subtitle 100% of programmes for the deaf and the hard-of-hearing
- 10% of the UK population currently watches television with either subtitling, signing or audio description
- One person in seven in the UK has a hearing impairment
- In the UK Ofcom regulates TV access services and ensures that channels meet the statutory requirements
- Red Bee Media produces over 50,000 hours of subtitling each year, of which 20,000 hours are subtitled live
- Red Bee Media has produced the audio description for programmes as diverse as "Life on Earth", "Doctor Who" and "Pirates of the Caribbean"

For more information, please contact:

The Media Foundry:

Anna Foster annafoster@themediafoundry.com 020 612 1163
Dafne Alonso dafnealonso@themediafoundry.com 020 7612 1165

Red Bee Media:

Clare Plaisted clare.plaisted@redbeemedia.com 020 8495 4782
Joanna Davison Joanna.davison@redbeemedia.com 020 8495 4777

About Red Bee Media

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

Services include:

- **Creative:** an award-winning team with worldwide experience in branding, promotions and cross-platform campaigns.
- **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.
- **Sherpa:** navigates audiences to content across multiple platforms.
- **On Demand Content Distribution:** a platform that makes it possible to offer content on demand to PCs, mobile phones or set top boxes.
- **Playout and media management:** broadcast playout outsourcing, archive and video on demand media logistics.
- **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 guides (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 Group.

For more information visit: www.redbeemedia.com