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Companies Announcements Office
Australian Securities Exchange
20 Bridge Street
SYDNEY NSW 2000

ANNOUNCEMENT FOR RELEASE TO THE MARKET

REELTIME MEDIA LIMITED

ASX: RMA

Appointment of CEO

CHIEF EXECUTIVE OFFICER

Earlier today, the Company announced that it had entered into agreements for the acquisition of the following entities:

- i. Eleuthera Group Pty Ltd ACN 168 390 029
- ii. Green Horse (Aust) Pty Ltd ACN 168 878 779 Trading As HOT CLICK MEDIA
- iii. Black Book (Aust) Pty Ltd ACN 169 528 474 Trading As THE DEBT GUYS and also Trading As MONEYTREE LOANS.
- iv. Blue Bull (Aust) Pty Ltd ACN 168 714 243

The Company announces that pursuant to agreements in relation to the acquisition of those entities, James Mawhinney has been appointed as Chief Executive Officer of the Company. Mr Mawhinney's initial remuneration is \$120,000 per annum, which will be renegotiated upon the reinstatement to quotation of the Company's securities on ASX.

Mr Mawhinney has also been appointed as a director of the Company. An Appendix 3X follows.

MANAGING DIRECTOR

As a result of the appointment of a full time operational Chief Executive Officer, Gabriel Ehrenfeld will cease to act as the Managing Director of the Company. Mr Ehrenfeld will be continuing on in his non-executive roles and will also be continuing on with his special duties in relation to capital management for the Company.

ENQUIRIES

Queries can be directed to the Company Secretary, Ian Sanderson.

Rule 3.19A.1

Appendix 3X

Initial Director's Interest Notice

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 30/9/2001.

Name of entity REELTIME MEDIA LIMITED
ABN 085 462 362

We (the entity) give ASX the following information under listing rule 3.19A.1 and as agent for the director for the purposes of section 205G of the Corporations Act.

Name of Director	JAMES PETER MAWHINNEY
Date of appointment	1 AUGUST 2014

Part 1 - Director's relevant interests in securities of which the director is the registered holder

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

Number & class of securities
83,333,333 ORD FULLY PAID

+ See chapter 19 for defined terms.

Appendix 3X
Initial Director's Interest Notice

Part 2 – Director's relevant interests in securities of which the director is not the registered holder

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Name of holder & nature of interest	Number & class of Securities
<p>Note: Provide details of the circumstances giving rise to the relevant interest.</p> <p>NIL</p>	

Part 3 – Director's interests in contracts

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

Detail of contract	<ol style="list-style-type: none"> 1. Contract between Reeltime Media Limited (and others) and James Peter Mawhinney and Eleuthera Group Pty Ltd dated 19 May 2014 whereby James Peter Mawhinney or nominee is entitled to the issue of shares by Reeltime Media Limited on the successful introduction to Reeltime Media Limited by James Peter Mawhinney of successful acquisitions satisfying turnover benchmarks. 2. Contract between Reeltime Media Limited (and others) and James Peter Mawhinney and Online Investments Pty Ltd ATF The Sunseeker Trust (and others) dated 30 July 2014 for the acquisition of Eleuthera Group Pty Ltd ACN 168 390 029, Green Horse (Aust) Pty Ltd ACN 168 878 779, Black Book (Aust) Pty Ltd ACN 169 528 474 and Blue Bull (Aust) Pty Ltd ACN 168 714 243 whereby James Peter Mawhinney or nominee is entitled to the issue of shares by Reeltime Media Limited calculated on the basis of the annualised income of those entities.
Nature of interest	<ol style="list-style-type: none"> 1. Interest under contract. 2. Interest under contract.

+ See chapter 19 for defined terms.

Appendix 3X
Initial Director's Interest Notice

Name of registered holder (if issued securities)	N/A
No. and class of securities to which interest relates	<ol style="list-style-type: none">1. Up to 55,700,000 ordinary shares.2. Subject to calculation of annualised income of those entities at Completion.

+ See chapter 19 for defined terms.