



7<sup>th</sup> April 2016

## **XTV SIGNS RESELLER AGREEMENT WITH LEADING B2B SOLUTIONS PROVIDER**

*Leading B2B Solutions Provider to Offer xTV Products and Services*

### **HIGHLIGHTS**

- **Leading U.S. technology solutions provider to offer cloud TV networks**
- **Target customer and product focus closely aligns with xTV channel strategy**
- **xTV committed to supporting its growing number of channel partners**
- **Interactive digital signage will provide differentiation**

**xTV Networks Ltd** (“xTV” the “Company”) (ASX: XTV) announces the signing of a vendor agreement with leading value-added direct marketer of technology solutions, **PCM** (NASDAQ: PCMI), formerly PC Mall, to offer xTV’s Cloud TV products and services to its business customer base.

PCM, whose subsidiaries include PCM Services, Enpointe Technologies, PCMG and MacMall, will resell the entire xTV portfolio of products and services, including cloud TV networks, digital signage, mobile apps, video capture and cloud TV operations monitoring and management to its entire customer base. PCM’s market reach extends to commercial businesses; state, local, and federal governments; and educational institutions and individual consumers primarily in the United States.

“With over 800 sales reps, 1,000 sales engineers and strong direct marketing and field services teams, PCM is an ideal channel partner”, said Rick Hazell, Senior Vice President of Sales and Marketing at xTV. “Over the past six months, xTV has established a national support infrastructure to scale the company via channel and telecommunications partners. PCM’s strategic vertical markets closely align with xTV’s, especially in healthcare and enterprise”.

PCM’s strong digital signage emphasis will especially benefit from adding xTV’s pioneering interactive digital signage to their offering; xTV’s remote monitoring and management also offers PCM’s customer base the reliability they expect to keep their customer’s customers well-informed. Introduction and training of xTV products, using xTV cloud networks, to PCM and its subsidiaries will begin immediately. xTV is committed to providing dedicated resources in support of PCM and other partners as demand for cloud TV networks and services increase.

###

### **About PCM (NASDAQ: PCMI)**

PCM, Inc., through its wholly-owned subsidiaries, is a leading technology solutions provider to small and medium sized businesses, mid-market and enterprise customers, government and educational institutions and individual consumers across the United States and Canada. PCM generated nearly \$1.7 billion in revenue in 2015. For more information please visit [investor.pcm.com](http://investor.pcm.com) or call (310) 354-5600.

### **About xTV – Cloud TV Networks**

Allowing businesses to set up dedicated multi-channel online networks that integrate branded video and user-generated content with other real-time feeds.

[www.xtv.net](http://www.xtv.net)