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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

Acquisition of Design Experts

ACQUISITION OF DESIGN EXPERTS

The Company announces that it has entered into an agreement for the acquisition of Design Experts.

ABOUT DESIGN EXPERTS

Design Experts is a full service digital agency with an educative approach focusing on empowering regional businesses to be all they can be digitally. Design Experts are an award winning agency with an innovative team. They offer their clients Marketing, Digital Services, Graphic Design and eBusiness Education.

Design Experts has won the following awards:

- 2009 Best New Business (Campaspe & Murray Shires)
- 2011 Best Small Business (City of Greater Bendigo)
- 2012 Regional Business of the Year (Awards Australia)
- 2012 Finalist Champions of the Bush
- 2012 StartupSmart Awards (Top 50 Australian Start Ups)

Design Experts are in the top 10 worldwide for developing Adobe Business Catalyst websites, and the largest in Australia.

See www.designexperts.com.au

ACQUISITION TERMS

The consideration for the purchase is shares in the Company to the value of \$600,000, and \$550,000 in cash. Payment of part of that consideration (\$250,000 cash and \$300,000 in shares) is subject to performance standards being achieved within a 12 month window.

The transaction is subject to conditions precedent that are normal for a transaction of this nature. These conditions are expected to be satisfied imminently.

The Managing Director of Reeltime Media Limited, Mr Gabriel Ehrenfeld stated, "The acquisition of the Design Experts business will provide a significant boost to the Company's efforts to build a rural Victorian presence, which is where the Design Experts business originated. Design Experts has recently expanded its footprint, and access to the Reeltime suite of products will enhance and accelerate those expansion efforts."

The business principals, Tim Gentle and Kylie Gentle will be continuing on with the business.

ENQUIRIES

Queries can be directed to:

Ian Sanderson
Company Secretary

UPDATED INFORMATION ABOUT REELTIME MEDIA LIMITED

Digital Services and IT Company

Reeltime Media Limited (ASX: RMA) is one of Australia's largest and fastest growing Digital Services and IT companies. RMA's 100% wholly owned subsidiaries specialise in the delivery of online applications, marketing solutions, IT solutions, training & consulting to SME's and corporate clients. Including acquisitions under contract, the Group collectively employs approximately 300 personnel, services in excess of 5,000 clients and has Australian offices in Sydney, Melbourne, Brisbane, Perth and Canberra, as well as New Zealand offices in Auckland and Wellington, and other offshore locations.

RMA is experiencing substantial growth with the ongoing acquisition of website development companies, digital services agencies, IT services businesses, and the development of new profitable businesses to fill demand for training and social media services. This growth is compounded by the shift in client spend from offline to online advertising and an increased need for IT-based solutions within their businesses.

Businesses acquired into the Group typically achieve an immediate increase in profitability through the centralisation of administrative functions and more efficient deployment of existing personnel and assets. Substantial revenue growth is achieved through the cross-selling of a wide range of services that are already being provided under different brands in the Group. This results in higher customer satisfaction, reduced client churn, higher average client spend, and in turn greater shareholder returns.

RMA continues to seek potential acquisitions to increase its market share of the digital services industry and provide a complete

service offering for SME's and corporate clients.

Divisions within RMA

RMA's resources and brands are arranged according to the following three primary divisions:

Digital Services Division

The Digital Services Division includes the provision of the following services through RMA's subsidiaries:

- Website design & development
- Paid search engine advertising including Google AdWords
- Search engine optimisation (SEO)
- Display advertising
- Social Media management
- Mobile apps
- Custom software development
- Domain names

RMA is a Google Adwords Premier SME Partner.

IT Services Division

RMA's IT Services Division provides a range of hardware and software solutions to businesses via its subsidiaries. The Group has identified the need to provide clients with an end-to-end solution beyond digital services as clients often associate IT with online services. Current services provided by RMA include:

- Managed IT services
- Hardware solutions
- Software solutions
- Cloud solutions
- Web hosting & co-location
- Data backup & security

Training Division

RMA's Training Division, Australian Digital Marketing Institute (ADMi), provides high quality training on digital services and IT, and provides RMA personnel with continuing professional development given the rapid rate of change in the digital services & IT industries.