

21 November 2014

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 Fitlink

ACQUISITION OF FITLINK (AUSTRALIA, NEW ZEALAND AND INDIA)

The Company announces that it has entered into a Terms Sheet for the acquisition of Fitlink Group.

Fitlink was established in 1985 and is the only independent college that has operated for 30 years, delivering accredited fitness training courses online. Fitlink Australia Pty Ltd is also a Registered Training Organisation (RTO).

Fitlink has educated approximately 30,000 graduates in Australia and New Zealand and has offices in Brisbane, Auckland and New Delhi. It is recognised as the industry's preferred online qualification provider. Fitlink provides students with qualifications that are globally portable, with accreditations recognised nationally by Fitness Australia and internationally by ICREPS.

The consideration for the transaction is \$10,000,000 comprised of \$5,000,000 in cash and \$5,000,000 in shares. The number of shares to be issued to the vendors will be determined upon quotation of the Company's securities on ASX and will be affected by the price of other shares issued up until the date of quotation. The transaction is subject to due diligence by the Company.

The Founder and CEO of Fitlink Group, Tim Boman, will be continuing with the business. Fitlink will be supported by RMA to expand course offerings and its international presence.

The acquisition further strengthens RMA's capabilities in the delivery of online content to retail customers in the market for education. Fitlink's online content delivery platform and global appeal in the \$80b fitness industry provide RMA with a substantial basis for further expansion of the brand beyond Australia, New Zealand and India. The content delivery platform and business model can be replicated into other areas in which RMA has interests, including the provision of Digital Marketing skills training via its wholly owned subsidiary, Australian Digital Marketing Institute (ADMi).

The Chief Executive Officer of Reeltime Media Limited, Mr James Mawhinney said, "We are pleased to reach an agreement with Fitlink. Fitlink's business model of online content delivery provides a solid basis for expansion of the business globally in an industry that is in high demand. The acquisition delivers RMA a business with strong earnings and the opportunity to leverage RMA's in-house expertise in the digital marketing industry to build Fitlink into a globally recognised brand."

ENQUIRIES

Queries can be directed to the Company at the above contact details.