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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

Sticky Websites

SUCCESSFUL LAUNCH OF 'STICKY WEBSITES'

On 17 January 2014, the Company announced that it will launch 'Sticky Websites', a mass market brand for affordable website development by Tuesday, 21 January 2014. The Company confirms that the brand was successfully launched on time.

SALES TEAM & NATIONAL CALL CENTRE

The Company has a dedicated sales office for the Sticky Website business, with a national call centre number 1300 138 561. The call centre operates 24 hours per day, 7 days per week.

WEBSITE

The Company has launched a dedicated website at www.stickywebsites.com.au. Details of products and services are available at that URL.

PRODUCT RANGE

Sticky Websites offers business clients a total website solution from as little as \$395. For \$395, a business can obtain a professionally designed, unique, functional website that is customised for their business, and the entire interaction is by phone and email. Strong quality control systems are in place at the Company to produce high quality outcomes for clients.

Sticky Websites also offers a full range of other online marketing services, including logo design, Search Engine Optimisation (SEO), Google Adwords and Social Media campaigns.

IMPACT OF MASS MARKET PRODUCT

The Managing Director of Reeltime Media, Mr Gabriel Ehrenfeld, said, “The on time deployment of Sticky Websites will allow the Company to compete effectively and immediately in the national mass market web design space. Businesses of all size can obtain cost effective and rapid deployment of all their digital marketing requirements due to the extensive suite of other services also offered by Sticky Websites.”

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

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 was established to fill the need for high quality training on digital services and IT, and provide RMA personnel with continuing professional development given the rapid rate of change in the digital services & IT industries. RMA launched its training business, Australian Digital Marketing Institute (ADMi), in August 2013. ADMi will undertake the necessary steps to become a registered training organisation (RTO) within 12 months.