

15 January 2015

ANNOUNCEMENT FOR RELEASE TO THE MARKET

REELTIME MEDIA LIMITED
ASX: RMA

APPOINTMENT OF CHIEF FINANCIAL OFFICER

Reeltime Media Limited (**Reeltime** or the **Company**) is pleased to announce that it has appointed Daniel Rohr as its Chief Financial Officer (**CFO**).

Mr Rohr is an experienced CFO with over 20 years' management, corporate advisory, finance and accounting experience. He is a Chartered Accountant, Member of the Institute of Chartered Accountants in Australia, and has held numerous CFO positions for listed and unlisted companies in Australia. Mr Rohr has operated in senior management positions in Australia, UK, USA and Zambia, and he has extensive experience in managing the development of high growth companies.

Digital Media & IT Experience

Mr Rohr was formerly CFO of ecorp, the online division of Publishing and Broadcasting Limited (one of Australia's largest companies owned by the Packer family interests) and which was listed on the ASX in 1999. Mr Rohr's role with ecorp included holding positions on the board of directors of Ticketek Pty Ltd and eBay Australia & New Zealand Pty Ltd, and direct involvement in the financial operations of nineMSN Pty Ltd.

During his time with ecorp Mr Rohr helped facilitate a capital raising of \$161 million, valuing the business at more than \$800m. He also oversaw the sale of ecorp's 50% interest in eBay Australia & New Zealand for \$119 million, representing a profit of \$112 million.

Mr Rohr's appointment provides Reeltime with substantial expertise in the financial management of the Company and a depth of industry knowledge that is well suited to the portfolio of Reeltime brands.

Enquiries

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

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