

24 December 2014

## ANNOUNCEMENT FOR RELEASE TO THE MARKET

**REELTIME MEDIA LIMITED**  
ASX: RMA

### ACQUISITION OF PCGURU AND INNOV8IVE TECHNOLOGY

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Reeltime Media Limited (**Reeltime** or the **Company**) is pleased to announce that it has entered into an agreement to acquire PCGuru Pty Ltd (ACN 134 400 052), an IT Services business based in Perth, Western Australia. The acquisition includes the transfer of ownership of the business as a going concern, including the PCGuru and Innov8ive Technology trading names.

#### ABOUT PCGURU

PCGuru ([www.pcguru.com.au](http://www.pcguru.com.au)) has operated as a well-recognised IT services brand in the Western Australian marketplace since July 2003. The business services SMEs and home users by providing reactive on-site technical support services using a fleet of skilled IT support technicians.

PCGuru is also utilised as a training platform to up-skill technicians such that they can professionally service the needs of clients in the Innov8ive Technology brand.

#### ABOUT INNOV8IVE TECHNOLOGY

Innov8ive Technology ([www.innov8ivetech.com.au](http://www.innov8ivetech.com.au)) provides medium sized businesses with proactive support in the area of Managed IT Services. The brand caters to the increasing demand from medium sized businesses for a fully managed IT solution encompassing System Analysis, Audit, Design, IT Project Implementation, Disaster Recovery, Broadband Internet and Website Design, and provides its services nationally. The business is BVQI ISO 9001-2008 certified, a Microsoft Silver Partner and Cisco Partner.

#### ACQUISITION TERMS

In accordance with the Terms Sheet, the consideration payable to the Vendor (and/or its nominees) for the Acquisition comprises a cash component of \$750,000.

Completion of the Acquisition is subject to a number of conditions customary for a transaction of this nature, including the execution of a formal documentation, and the Company undertaking to its satisfaction due diligence investigations on PCGuru and its business.

#### REELTIME MEDIA'S IT SERVICES DIVISION

The acquisition of PCGuru provides Reeltime with an established presence in the West Australian IT services sector. The acquisition also increases the Company's broadband content provision capabilities through its relationships with various Internet Service Providers (ISP's) and suppliers of other related technologies.

Reeltime Media's Chief Executive Officer stated: *"We are excited about establishing a strong footprint in the WA market through the acquisition of PCGuru. It is a reputable, long-standing brand which is well known to many WA businesses. The Innov8ive Technology brand is of particular interest to Reeltime as it is an established provider of Managed IT Services which is a sector renowned for its scalability and profitability."*

#### ENQUIRIES

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

**-ENDS**