



Tel: +61 2 8011 4007
Fax: +61 2 4044 0111
Email: info@reeltime.asia
URL: www.reeltimemedia.com.au
Postal: PO Box 212, Bondi NSW 2026, Australia

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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

Brand.com RESELLER AGREEMENT

RMA EXPANDS DIGITAL SERVICE OFFERING

The Company announces that it has entered into an agreement with leading online media publishing & distribution business, Brand.com. The agreement will enable Reeltime Media Limited's digital marketing subsidiaries to promote Brand.com's online PR services to its customers on a reseller and referral basis.

ABOUT BRAND.com

Brand.com has a News Media Platform that enables articles to be published to leading digital media publications in a highly targeted manner. The service can be subscribed to by businesses and individuals to strengthen their brand profile online, thus influencing purchaser decisions. Headquartered in Philadelphia, Pennsylvania, USA, Brand.com is one of the most significant reputation management businesses in the world.

REPUTATION MANAGEMENT BUSINESS

RMA's Chief Executive Officer, James Mawhinney, stated, "Content marketing has become an integral part of digital strategy for businesses. However, few service providers in Australia and New Zealand have taken steps to embrace this shift. Given customer purchasing decisions are now largely based on online brand research, an alliance with Brand.com will enable customers of RMA to be standout brands in their respective niches through a strong online brand presence. We expect these services to be well received by our customers and add a solid additional revenue stream to the RMA brands that will provide these services."

Brand.com has received recognition across renowned publications including Forbes, Mashable and SocialTimes. Customer spend in the online reputation management industry is tipped to eclipse \$5b in 2015.

ENQUIRIES

Queries can be directed to the Company Secretary, Ian Sanderson.