



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

2 September 2014

Companies Announcements Office  
Australian Securities Exchange  
20 Bridge Street  
SYDNEY NSW 2000

---

**ANNOUNCEMENT FOR RELEASE TO THE MARKET**

**REELTIME MEDIA LIMITED**

**ASX: RMA**

## **Digital Marketing Diploma Rights Secured**

---

### **PROFESSIONAL DIPLOMA IN DIGITAL MARKETING**

The Company announces that its 100% wholly owned subsidiary, Australian Digital Marketing Institute (ADMi), has secured the exclusive Australian licence to deliver a Professional Diploma in Digital Marketing.

Under the agreement with Digital Marketing Institute in Ireland, ADMi is entitled to provide the internationally accredited Diploma to students in Australia on an exclusive basis for an initial 6 month period, with additional exclusive periods being granted subject to minimum performance criteria.

The Diploma provides ADMi with the ability to provide a recognised qualification in an otherwise unregulated sector of the education industry. Despite the economy's demand for education in Digital Marketing, few training schools provide internationally recognised qualifications, making this a key drawcard for students to complete their training with ADMi.

The rapid increase in demand for Digital Marketing skills training was highlighted in a recent article from leading recruitment agency Hays, which featured Australian Digital Marketing Institute - [http://www.hays.com.au/press-releases/HAYS\\_127399](http://www.hays.com.au/press-releases/HAYS_127399).

Securing the rights to deliver this Diploma qualification enables Australian Digital Marketing Institute to further forge ahead on its path toward becoming the leading provider of Digital Marketing education in Australia.

### **ENQUIRIES**

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