

1 August 2014

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

ANNOUNCEMENT FOR RELEASE TO THE MARKET

REELTIME MEDIA LIMITED

ASX: RMA

Acquisition of Eleuthera Group

AGREEMENTS

The Company announces that it has entered into agreements for the acquisition of the following entities:

- i. Eleuthera Group Pty Ltd ACN 168 390 029
- ii. Green Horse (Aust) Pty Ltd ACN 168 878 779 Trading As HOT CLICK MEDIA
- iii. Black Book (Aust) Pty Ltd ACN 169 528 474 Trading As THE DEBT GUYS and also Trading As MONEYTREE LOANS.
- iv. Blue Bull (Aust) Pty Ltd ACN 168 714 243

The addition of these acquisitions to the Group will enhance not only the consolidated revenues and financial resources of the Company but will but also deliver additional digital marketing businesses coupled with significant management resources in operations, finance and HR.

The consideration paid for all of these acquisitions is the combined total of 1 x annualised revenue for each of Eleuthera Group Pty Ltd, Green Horse (Aust) Pty Ltd and Black Book (Aust) Pty Ltd. No additional consideration is payable for Blue Bull (Aust) Pty Ltd. The consideration is payable in fully paid ordinary shares in the Company.

ELEUTHERA GROUP PTY LTD

Eleuthera Group provides comprehensive operational, management and investment support to a diverse range of companies to substantially boost business growth and value. They enable business owners to realise their company's value through proven growth methodologies, and leverage the many relationships that Eleuthera Group have with financial services organisations to help secure funding and exit strategies.

Eleuthera Group's team is made up of a series of specialists across management, finance, sales, marketing, HR, recruitment, debt collection, and mergers and acquisitions. Their comprehensive network and specialised team enables them to provide high value services to clients that are a cost-effective way to grow and or exit their business.

See www.eleutheragroup.com.au

HOT CLICK MEDIA

Hot Click Media is a digital marketing agency that utilises industry leading digital advertising technology to deliver high calibre, effective and efficient marketing campaigns for businesses. Clients have access to the HOT platform which provides complete transparency of marketing activities.

Hot Click Media is based in every state in Australia and is staffed with digital marketing veterans that have worked in the digital space for years, know online marketing inside-out, and have kept up with the changes in the industry to ensure clients get strong results.

Hot Click Media is focussed on return on investment for clients, and identifies channels for client marketing investment based on their advanced technology.

See www.hotclickmedia.com.au

THE DEBT GUYS

The Debt Guys is a debt collection business that utilises a differentiated model, in that it aims to collect debts before they reach crisis point. The Debt Guys contact customers as part of the creditor's business, which allows money owed to be collected in a fast, effective manner.

The collections team have more than 10 years industry experience, and their get good results, fast. High priority is placed on preserving the creditor's customer relationships, and will provide significant operational support and benefit to the Company's digital marketing businesses.

See www.thedebtguys.com.au

MONEYTREE LOANS

Moneytree Loans is a network for short term finance services. Moneytree Loans has access to over 50 lenders that can provide short term funding within 24 hours. Short term finance for businesses is based on average monthly sales and the consistency of the borrower's business.

Moneytree Loans is anticipated to be a strong source of potential acquisitions for the Company in the digital marketing space.

See www.moneytreeloans.com.au

BLUE BULL (AUST) PTY LTD

Blue Bull is a management and administrative company that will deliver required operational management resources to the Company.

ENQUIRIES

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