



JUICE EXPANDS INTO AUSTRALIA AND EUROPE

New presence in Australia, Italy, and Denmark reflects company's growing ambitions

Toronto, ON February 26, 2013 – JUICE, one of North America's leading multi-platform service providers, is pleased to announce new partnerships with Motionlink (Sydney, Australia), Frame By Frame (Rome, Italy), and The Danish Film Studio (Kgs. Lyngby, Denmark).

These newly established partnerships mark Juice's first step into Europe and Australia. The move is in keeping with the company's strategy to become a top provider of multi-platform services for the world's leading music and filmed entertainment distributors.

Both Europe and Australia present an exciting opportunity for Juice, both to build on its existing operations in Canada and to acquire new clients internationally. "Juice will be a competitive business in each of these geographic markets. This expansion will allow us to act as a more valuable partner for content distributors and producers, both existing and new," said Andrew Buck, CEO, Juice.

"Our move into markets outside of North America is a big step forward in building our multi-territory infrastructure," added Mark Chandler, VP of Operations, Juice. "We are very excited to partner with local facilities in these territories to service the needs of our multinational clients."

Adding international partners will strengthen Juice's position as one of the world's top providers for iTUNES and other major platforms. The move is another step forward in creating a strong strategic platform for long-term growth.

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About JUICE

Juice is a multiplatform agency offering digital supply chain solutions across all media. The company provides a platform through which feature film, television, music and broadcast media content is archived, edited and distributed. Juice has developed and continues to develop processes and workflows that substantially reduce the overall cost of creating and distributing media assets.

Juice has facilities in Canada (servicing North America), Italy and Denmark (servicing Europe), and Australia (servicing Pan Asia) and the company is one of the world's top "Apple-preferred" encoding partners for the iTUNES store.

Juice is also an encoding and delivery partner with many of the world's top platforms including Netflix, the Sony Network, Microsoft/Zune, Rovi, Google, Hulu, Comcast, and many others.

Service offerings at Juice are extensive and include: Digital Asset Management, Multiplatform Distribution, Post Production, Blu-ray and DVD Authoring, DCP file creation and more.



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