



JUICE MOVES INTO L.A. MARKET

New presence in Los Angeles established to expand iTunes encoding business

Toronto, ON October 21, 2013 – JUICE, one of the top film, television and music content partners for iTunes worldwide, is pleased to announce a new venture with media services lab Duplitech, in Redondo Beach, CA. Duplitech will act as a sales agent and full service post facility for Juice under the newly established deal.

Juice is adding a brick and mortar location in L.A. to win business and compete more directly with local players. And the company is doing so despite the long-standing presence of other iTunes encoding and aggregation services in the greater Los Angeles area. Which begs the questions: why L.A. and why now? According to Andrew Buck, CEO, Juice, it's because the market is ripe for the picking. "There's a growing desire among small and large distributors alike to look for new solutions for content delivery and aggregation - to iTunes in particular," says Buck. "To date, much of the iTunes work in L.A. has been done by a few facilities servicing many distributors. We're making our push now to provide a fresh alternative for content owners that are dissatisfied with the current establishment."

The Juice brand is well known in North America and abroad – especially for iTunes. The company is the only Apple-Preferred Movie Encoding house with credentials for North America, Europe and Asia Pacific. "We want to land more Hollywood deals and build on our reputation as the go-to provider for iTunes," says Buck. And Juice already has a good start, having recently inked an encoding deal with a major studio.

But it's not just the big fish that Juice is after. The company has its sights on *all* content owners that want their content on iTunes and other platforms. According to Buck, "It doesn't matter if you have one film or a thousand films – we want to work for you. We provide the same level of quality, service and accountability for independents and big distributors alike. We're always available to answer questions and you'll always know what's being done with your content. No surprises."

Bringing Duplitech under the Juice umbrella will also provide a local option for content owners who may have had concerns about working with a company based in Toronto. "The team at Juice has the same core values that we have here at Duplitech," commented Tony Cunha, CEO, Duplitech. "They are focused on quality and service. As a Juice partner, we're excited to provide the added comfort level for clients, both existing and new, that is inherent with a local presence."

Over the past year and a half, Juice has been quietly adding partners outside of North America. The company now has a presence in Denmark, Italy, Spain, Australia and Brazil – all areas where iTunes is growing. Juice is headquartered in Toronto, Canada.

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About JUICE

Juice offers digital supply chain solutions across all media. The company is a one-stop-shop for film, television and music content owners requiring media management and multiplatform distribution. Based in Toronto, Canada, Juice has partner facilities in the United States, Italy, Spain, Denmark, Australia and Brazil. The company is one of the world's top "Apple-preferred" encoding partners and aggregators for the iTunes store.

Juice is also one of 12 "Netflix-preferred" vendors worldwide and has encoding and delivery relationships with a long list of platforms including Xbox, Sony, Google, Hulu, Vubiquity 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.

www.juiceproductionsinc.com

About DUPLITECH

Founded in 1996, Duplitech provides content delivery solutions on Disc, on DCP and on Demand. Clients range from independent producers to major film studios, distributors and television networks. Based in Redondo Beach, California, the company specializes in automated encoding and template-based authoring for deep catalogue titles. Duplitech has developed client-specific delivery workflows for TED Conferences, NASCAR, PROMAX/BDA, NATPE and many others.

Duplitech's services include 3D/2D Blu-ray & DVD Authoring, DCP file creation, DVD/Blu-ray Replication, and Disc on Demand production. Duplitech maintains in house Production and Post Production capabilities, including insert soundstage, general editing, conform/clean-up, subtitling and 7.1 faux audio.

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