



PRESS RELEASE
For Immediate Release

Telestream Executive Management Drives Growth Market Expansion

Steve Ellis named VP of Emerging Markets and Kevin McCartney named VP of Sales for enterprise products as company realigns itself for aggressive growth

Nevada City, Calif., October 04, 2011 – [Telestream®](#), the leading provider of video transcoding and workflow solutions, today announced new sales management roles for senior executives to help drive long-term business expansion in established and growth markets. Steve Ellis was named Vice President of Emerging Markets and Kevin McCartney was named Vice President of Sales for Telestream's [enterprise products](#). These changes will allow the company to better address growth markets in the Asia Pacific and Latin America regions, while continuing to maintain strong momentum in North America and EAME (Europe, Africa and the Middle East).

"We've established our business worldwide, and now we're poised for more aggressive growth," said Dan Castles, CEO of Telestream. "Realigning our management team allows us to focus more attention on key regions of the world to scale our business and more effectively serve our customers' needs."

In his new role, [Ellis](#) will lead a team to drive enterprise business in growth markets in Asia Pacific and Latin America. In his former position as VP of Sales, Ellis successfully developed these markets which are now positioned for accelerated growth through sale channel initiatives and continued customer focus.

[McCartney](#) will expand his role as VP of Agility business to drive the company's enterprise business in North America and EAME. While McCartney and Ellis will collaborate on worldwide key accounts, McCartney's primary efforts will be devoted to growing the company's enterprise business in these two regions of the world. McCartney joined Telestream in September 2010, when the company acquired Anystream.

Telestream's growth initiative is supported by In-Stat's August 2011 Worldwide Multiformat Transcoders report which states that both live and file-based transcoder market segments are being driven by multi-screen initiatives from service providers and content providers. In addition, TV Everywhere services are ramping up around the world. The report forecasts over 300% growth in Asia Pacific from 2011 to 2015 and 150% growth in the Americas for the same time period.

Telestream holds a dominant position in the video transcoding and workflow management market. According to Frost and Sullivan's August 2011 World Video Transcoders Market report, Telestream held the top spot overall for market share by revenues in 2010.

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About Telestream

Telestream provides world-class live and on-demand digital video tools and workflow solutions that allow consumers and businesses to transform video on the desktop and across the enterprise. Many of the world's most demanding media and entertainment companies as well as a growing number of users in a broad range of business environments, rely on Telestream products to streamline operations, reach broader audiences and generate more revenue from their media. Telestream products span the entire

digital media lifecycle, including [video capture](#) and ingest; live and on-demand [encoding](#) and [transcoding](#); playout, delivery, and [live streaming](#); as well as management and automation of the entire [workflow](#). Telestream corporate headquarters are located in Nevada City, California. The company is privately held. For more information, visit www.telestream.net.

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