



TELESTREAM

NEWS RELEASE
For immediate release

Telestream Expands Distribution in Australia and New Zealand

*Adimex to serve as master distributor of Telestream desktop products
to enhance local sales support throughout the region*

Nevada City, Calif., May 9, 2007 – Telestream, the leading global provider of encoding-based media workflow solutions, today announced a master distributor relationship with Adimex of Australia. Under terms of the agreement Adimex will focus on Telestream's reseller channel for Desktop as well as Workgroup & Enterprise products in Australia and New Zealand.

"As our products continue to grow, we are now serving more customers in this region. The addition of Adimex as a master distribution partner in Australia and New Zealand will help us improve local sales support services to users in this region," said Barbara DeHart, VP of Telestream Flip4Mac. "Adimex has an intimate knowledge of the technologies we serve and brings an understanding of the nuances of doing business in this region. They will enable us to strengthen our presence and position in this region."

Adimex, a business unit of Digistor, is Australia's leading digital media production tool distribution organization. Headquartered in Sydney, Australia, Adimex imports and distributes a broad range of market-leading solutions for digital storage, broadcast video, animation, DVD, and streaming media. For more than a decade, Adimex has provided world-class product marketing and support for the products it represents and has developed a strong reseller network throughout Australia and New Zealand. Adimex will serve as master distributor for Telestream's Flip4Mac WMV & MXF and Episode products and will also have access to Telestream's flagship FlipFactory product as well as the company's new Pipeline network encoder.

"As the market for encoding for an ever-expanding range of devices grows, it was important for Adimex to represent the leading player," explained Eamon Drew, Adimex Channel Manager. "Telestream gives us the ability to support the market for encoding and transcoding, not only for broadcast, but mobiles, PDAs, HD DVD, Blu-ray DVD, IPTV and more. We see Telestream becoming an increasingly important supplier for Adimex and our dealers."

Effective immediately, sales through new resellers for the above mentioned products in Australia and New Zealand will be managed by Adimex. Existing resellers, Techtel in Australia, and Protel and Gencom in New Zealand, will continue to offer Telestream products as well. Direct end-user online sales at www.flip4mac.com are unaffected by this relationship. More information about Telestream desktop products is available at www.flip4mac.com and information about Telestream server-based workgroup and enterprise products is available at www.telestream.net.

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Trademarked company and product names are the property of their respective companies.

About Telestream (www.telestream.net)

Telestream products have set the standard with the world's leading media and entertainment companies, corporations, and government institutions for the encoding and delivery of digital

media. From plug-in components to desktop craft encoding applications to scalable enterprise-class transcoding systems, Telestream's workflow solutions save users time, effort and money while increasing revenues. The company's Workgroup & Enterprise solutions and Flip4Mac digital media tools for the Mac streamline media workflows for content owners, creators, and distributors in any industry segment. Telestream and its team of video experts are located in Nevada City, California, USA and in Stockholm, Sweden. The company is privately held.

About Flip4Mac (www.flip4mac.com)

Flip4Mac brings digital media tools to the Mac. Telestream leverages its expertise in codec development, implementation and optimization to streamline workflows for Mac users with Flip4Mac's Digital Media Tools for the Mac. The company believes it shouldn't matter which platform users are working on or which media format they need, with Telestream's Flip4Mac products, importing and exporting media in any format is easy.

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