



TELESTREAM

NAB Booth SL5405

NEWS RELEASE
For immediate release

Telestream Hires Steve Ellis as Vice President of Worldwide Sales

New appointment prepares company for accelerated growth

Las Vegas, Nevada, National Assn of Broadcasters (NAB) Convention, April 13, 2008 – Telestream, a leading global provider of digital media workflow solutions, today announced that it has brought Steve Ellis on board as Vice President of Worldwide Sales. Ellis brings more than 25 years of executive sales and strategic business leadership experience in the video and telecommunications industries to his new role at Telestream.

“We are entering a very aggressive growth period where expansion of our sales efforts will play a pivotal role in the acceleration our business,” said Dan Castles, CEO at Telestream. “This role will be crucial in helping us achieve our rapid business growth. Steve brings many years of deep industry knowledge, as well as a successful track record of scaling business growth, through his leadership of worldwide sales organizations and channel teams.”

Previous experience includes an extensive background in the professional video industry, where Ellis lead domestic and international sales teams for Chyron Corporation, a leading provider of broadcast graphics and newsroom integration solutions, Vizrt Americas, and Pinnacle Video Systems. Former positions also include ownership and management of a successful regional broadcast dealership in New York and directing corporate media services for AT&T.

“Telestream is a company with a great reputation, great team and great products that solve critical workflow needs in innovative ways for professional video users,” commented Ellis. “I’m thrilled to be part of the team as the company enters this aggressive growth phase.”

In his new position, which officially begins April 21, Ellis will be based in the Northeast. As a member of the company’s executive team, Ellis joins Barbara DeHart who was recently named Vice President of Worldwide Marketing, following her role as Vice President of Flip4Mac Products for Telestream.

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About Telestream (www.telestream.net)

Telestream products make it possible to get video content to any audience regardless of how it is created, distributed or viewed. Throughout the entire digital media lifecycle, from capture to viewing, for consumers through high-end professionals, Telestream products range from components to fully-automated workflow systems. Telestream enables users in a broad range of business environments to leverage the value of their video content. Telestream and its team of video experts are located in Nevada City, California, USA and in Stockholm, Sweden. The company is privately held.

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