



TELESTREAM



NEWS RELEASE
For immediate release

Telestream Expands Desktop Product Distribution in Central Europe

Effective immediately, New Media AV to serve as master distributor to enhance local sales and support for Flip4Mac, Pipeline and Episode desktop products in Germany and Spain

Nevada City, CA (USA) and Nuremberg (Germany), July 15, 2008 – Telestream today announced a master distributor relationship with New Media AV of Germany for distribution of its desktop digital media products in Germany and Spain. Under the terms of the agreement New Media AV will serve as a master distributor of Telestream's Flip4Mac WMV and MXF components, Pipeline network video capture hardware and Episode desktop media encoding software products.

"As our desktop product line continues to grow, we are now serving more and more customers in these countries," said Steve Ellis, VP of Worldwide Sales at Telestream. "The addition of New Media AV as our master distribution partner in Germany and Spain will help us build on our current success in these regions. New Media AV is a proven distribution leader in the markets we serve. They will enable us to improve both local sales and support services while strengthening our presence and position in these regions."

New Media AV has been distributing hardware and software products to professional video and audio resale channels in Germany and Spain for more than 13 years. The company offers truly local service and expertise, including local-language and time-zone support. New Media AV is also taking advantage of its long-established logistical and commercial infrastructure to provide premium-level pre-sales and post-sales support for Telestream resellers and customers alike.

Johannes Bauer, MD of New Media AV, sees a great opportunity for combining Telestream's desktop products with the hand-picked range of products already in distribution, "Telestream meets the high demand we see among our customers for intelligent, easy-to-use, file-based workflow products. When it comes to digital media workflow solutions, there are no products better suited than Telestream's Pipeline, Flip4Mac WMV, MXF and Episode desktop products. Telestream customers will also benefit from having direct access to our local-language sales and support teams."

Effective immediately, sales through resellers for the above mentioned desktop products in Germany and Spain will also be managed by New Media AV. 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 is available at www.telestream.net. Further information about New Media AV is available at www.nmav.de.

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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 transcoding applications 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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