

PRESS RELEASE
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MOMEDIA INTERNATIONAL BOOSTS UK AND OZ TEAMS WITH THREE APPOINTMENTS

Leading digital media company, **MoMedia International** has hired three new account managers to further boost its content aggregation and managed services business. **Sarah Leese** and **Sukai Eccleston** will be UK-based while **Sarah Kirkby** will operate out of Australia. They will be responsible for overseeing content acquisition, customer analytics and marketing.

Sarah Leese joins MoMedia from Channel 5, where she was Commercial Analysis Business Manager, responsible for promoting content to media buyers and forecasting viewers. Previously, she was Programming Manager at the broadcaster. Sarah will focus on customer analytics.

Sukai Eccleston was previously Executive Producer at Readers Digest, where she managed the development of new editorial content, while providing editorial oversight of all licensed product. Sukai will focus on content acquisitions.

Sarah Kirkby joins MoMedia from Australia's Nine Network, where she was Digital Marketing and Content Manager. She developed digital marketing strategies for the broadcaster's key entertainment brands such as *Underbelly*, *Apprentice Australia* and *Sea Patrol*. Previously, she was a video producer for ninemsn, Australia's number one interactive media company. Sarah will focus on VoD promotions & marketing.

Lucas Bertrand, CEO, MoMedia International says: "These appointments have been made to grow our clients retail VoD sales and to help them grow their VoD customer base. The appointment of Sarah Kirkby also establishes a local presence for MoMedia in Australia, which is a key territory as we continue to expand globally."

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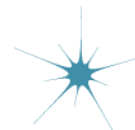
NOTES TO EDITORS:

About MoMedia International

MoMedia International Ltd is a leading digital media business which delivers TV and film content to broadcast and digital platforms around the world. The company distributes content from over 220 TV and film producers, distributors and TV channels.

MoMedia also provides managed content services to enable broadcasters and digital platforms to acquire large volumes of premium TV and film content, ranging from the major US studios to independent producers and distributors.

www.momediatv.com



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