

# New acquisitions add to unique offering for Reeltime Media Limited

New business acquisitions enhance position of digital media group

For immediate release

Melbourne, Australia 2014 - Australian digital marketing, media services and IT group, Reeltime Media Limited (ASX:RMA) has recently entered into an agreement to acquire 4 new businesses to enhance its leading position in the Australasian market.

The new entities, Eleuthera Group, The Debt Guys, Moneytree Loans and Hot Click Media, operate in business management consulting and investment support, finance, accounting, debt collection and digital marketing, allowing RMA to expand its portfolio in areas other than solely digital media.

Reeltime Media CEO, James Mawhinney says the support foundation from the group's new subsidiaries allows all brands to thrive in their existing markets, resulting in exceptional services across the organisation.

"We're excited to have the new companies on board. The introduction of businesses in these areas enables RMA to deliver a complete, diverse offering. Each business is run by passionate industry professionals and as a group we can now deliver advanced services not only in digital marketing and IT, but also management consulting, finance, recruitment, and even investment opportunities".

The introduction of Eleuthera Group's services to Reeltime Media will provide RMA's brands with substantial operational support and will also be used as a vehicle to attract new acquisitions to the group.

Eleuthera Group's unique business model has proven successful not only in digital marketing and IT but also across other verticals where business owners have previously been bogged down in administrative tasks such as bookkeeping, recruitment, marketing, debt collection and other tasks that take their focus away from what drives value in their business.

Reeltime Media currently has more than 14 brands within the group across Australia and New Zealand, and is committed to further expanding operations through new complimentary acquisitions and a heavy focus on organic growth.

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About Reeltime Media Limited Reeltime Media Limited (ASX: RMA) is one of Australia's largest and fastest growing Digital Services, Media & Advertising, and IT companies. RMA's 100% wholly owned subsidiaries specialise in the delivery of online applications, marketing solutions, online and offline media, IT solutions, training & consulting to SME's, corporate and government clients. Including acquisitions under contract, the Group operates 14 brands and employs over 300 staff throughout Australia, New Zealand and overseas.

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