

New Chief Executive Officer to drive growth for Reeltime Media Limited

James Mawhinney to lead RMA to future success

For immediate release

Melbourne, Australia 2014 - Australian digital marketing, media and IT services group, Reeltime Media Limited (ASX:RMA), has appointed James Mawhinney as its Chief Executive Officer to head up a renewed drive toward reinstatement to quotation of its securities on ASX. Mr Mawhinney will be responsible for the daily operations of RMA and achievement of the company's growth objectives, to represent and promote the interests of members, and to expand the investment interests of the group.

RMA has recently acquired additional companies including management and operational consulting firm Eleuthera Group, digital marketing agency Hot Click Media, debt collection agency The Debt Guys and short-term finance firm Moneytree Loans to expand its portfolio in areas that will support the primary focus of the group.

On his appointment, Mr Mawhinney said "The challenge and opportunity to deliver an outcome to Reeltime Media's shareholders after several years of its securities being suspended from trading is one that I look forward to. The digital industry in Australasia is highly fragmented and therefore is an inefficient marketplace, and there is no clear leader that can provide a complete digital offering despite increased demand from Australian businesses for one-stop solution providers".

"Reeltime Media has such a comprehensive offering, and with the inclusion of firms operating in business and IT services I'm confident the company will undeniably lead this space. I look forward to working closely with the brands in the group, sourcing new opportunities to further expand Reeltime Media's offering internationally, and working with all parties that will contribute to making the group a stand-out success".

Mr Mawhinney has more than 13 years of experience across Digital Marketing, Business Strategy and Development, Mergers and Acquisitions, Negotiation, Sales Training and Process Engineering, Capital Raising, Mediation and Dispute Resolution, and has been actively involved at a senior level in a number of private and ASX-listed companies. He has a Bachelor of Laws and Bachelor of Commerce with a major in Investment Finance from the University of Western Australia.

More recently, Mr Mawhinney was awarded the WA Business News 40 Under 40 Award in 2013 for his notable success in implementation of proven systems and well executed strategies in one of the digital agencies in the Reeltime Media group.

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