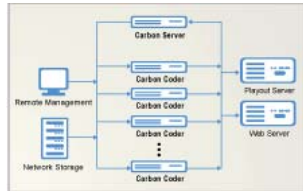


Press Release

Holdan Ltd. appointed UK & Ireland Distributor for Rhozet Corporation universal media transcoding products



RHOZET
Universal Media Transcoding

Carbon Coder

The Essential High-Speed Transcoding Tool

Holdan Limited is proud to announce that they have been appointed as a new UK & Ireland distributor for Rhozet Corporation with effect from January 1st 2007.

Rhozet is a recognised leader in universal media transcoding market, with a goal to provide intuitive and innovative transcoding tools for the professional users. The boom in video consumption (Web, VOD, DVD, mobile, etc.) has resulted in an explosion in the number of formats that content creators and distributors must manage. Video may be captured in one format, edited in another, served live in a third, delivered on-demand via the Web in half a dozen more and then finally archived in yet another. The ability to rapidly and cleanly convert between these formats is critical to any enterprise that is producing or distributing video.

Holdan Limited is recognised as a leading distributor within the video industry representing manufacturers like Grass Valley, Datavideo, Digital Juice, Focus Enhancement, TVOne and others.

The tie-up means that the Rhozet product range will now become available from Holdan's extensive reseller channel.

Holdan will maintain their high level of pre-sales and after sales support via the usual telephone number and email from Holdan Ltd's office near Manchester/UK.

"The addition of the Rhozet product range complements our Digital Asset Management & Non-Linear product line up from Datavideo, Focus Enhancement & Grass Valley" said Allan Leonhardsen Sales & Marketing Director for Holdan Limited. For full details of the specification please check out www.holdan.co.uk or call Holdan on 0845 130 4445.

Mr. David Trescot, CEO Rhozet Corporation adds "Holdan have an outstanding reputation in our industry for knowledgeable and pro-active distribution and we are delighted to be announcing this partnership".

For further press material or to discuss a review of any Rhozet products, please contact, Allan Leonhardsen via E-mail: allanl@holdan.co.uk or telephone 0845 130 4445

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