MEDIA RELEASE

Ai-Media Announces Expanded Leadership Group for Next Growth Phase

9 November, 2010

Disability services innovator Ai-Media today announced Senior Executive and Board appointments to help lead the company's next development phase.

Ai-Media's Co-founder and CEO, Tony Abrahams, said the company would increase its focus on developing large-scale, breakthrough services such as *Ai-Live™, which delivers real-time word-accurate captions to any web-enabled device with applications in schools, universities and workplaces.

The new members of the Ai-Media team are:

- **John Martin** – Non-executive Chairman
- **Deanne Weir** – Non-executive Director
- **Murray McInnes** – Chief Financial Officer
- **Stephen Baldwin** – Director of Business
- **Tony Scanlan** – Chief Operating Officer (commencing December, 2010)

They join existing Ai-Media Senior Executives and Managers, Virendra Raheja – Chief Technology Officer; Alex Jones – Co-founder & Brand Ambassador; and Leonie Jackson – Head of Education Access.

"The talent and experience of our new Board members and Senior Executives is a great vote of confidence in Ai-Media's vision, values and capability for the future," Mr Abrahams said.

Further information: Jo Booth, Ai-Media, 0412 233 900; 02 9813 6780
www.ai-media.tv | www.ai-live.com | twitter @AccessInclusion | Facebook: AccessInclusion

About Ai-Media:

Access Innovation Media (Ai-Media) is a social enterprise founded in 2003 that develops and delivers access services for media, education, business and government clients to ensure their content is available to people with disability.

The company provides:

- Pre-recorded captioning and subtitling for television, online and corporate presentations
- Live captioning using re-speaking and stenographic methods for broadcast, conference, meetings, online and mobile
- Transcripts
- Audio description

*Ai-Live™ uses broadband technology and a unique system created in Australia by Ai-Media that was developed initially by working with the NSW Department Education and Training and deaf high school students. Ai-Live™ turns teachers' spoken lessons into text by transmitting the audio over the internet to trained "re-speakers" who then stream the text live back to students' laptops in the classroom so that students with complete hearing loss or impairments can easily follow.

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