MEDIA RELEASE

Ai-Media Launches Capital Raising To Fund Growth

16 November 2010

- **Focus on Commercialising Ai-Live™**
- **Improving Access to Education and Employment for People who are Deaf or Hearing Impaired**
- **Strengthened Leadership Team**

Disability services innovator Ai-Media today announced an A$8m capital raising to fund the growth and development of its proven Ai-Live™ technology that delivers better access to education and employment for people who are deaf or who have difficulty hearing.

Ai-Media's Chairman John Martin said key markets for Ai-Live™, which delivers real-time word-accurate text to any web-enabled device, were mainstream schools, universities and workplaces.

"Since the Ai-Live™ solution was showcased on the ABC's *The New Inventors* program in June this year, we have been contacted by hundreds of people interested to learn more about using the solution", Mr Martin said, "Ai-Media is an Australian commercially-focused social enterprise. We are looking for investors who share our commitment to providing access to education and employment for people with disability in a sustainable way using market-based strategies."

Since 2004 Ai-Media has been delivering captioning on the FOXTEL and AUSTAR platforms to assist Australians with deafness or hearing impairment enjoy television.

Ai-Media's co-founder and CEO Tony Abrahams said: "Ai-Media is focused on providing affordable, effective and scalable access solutions. While television captioning remains a significant part of our business, the launch of Ai-Live™ facilitates effective inclusion for people who are deaf or hearing impaired in education and in the workplace. We have proven Ai-Live™ works in preliminary pilots in schools, universities and workplaces, and look forward to making it more widely available in coming years."

"This is the first time we have sought to raise external equity capital to fund our business".

Mr Abrahams said Ai-Live™ is effective using existing broadband technology. He said a National Broadband Network would open even greater potential for Ai-Live™ and other future innovations for people with disability.

Ai-Media last week announced a range of Senior Executive and Board appointments to help lead the company's next phase of development.

The new members of the Ai-Media team include:

- 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).

Further information: Tony Abrahams, Ai-Media CEO, 0405 369 652; 02 9813 6780
www.ai-media.tv | www.ai-live.com | twitter @AccessInclusion | Facebook: AccessInclusion

Ai-Media:

Ai-Media was founded as a social enterprise dedicated to ending the experience of social, educational and vocational exclusion that people with disability face. Today, the company has 50 employees and is located at the FOXTEL campus at Macquarie Park. Ai-Media provides award winning pre-recorded and live captioning for over 35 channels on Australia's subscription television services.

The company provides:

- Pre-recorded captioning and subtitling for television, online and corporate presentations
- Live captioning using respeaking and steno methodologies for broadcast, conference, meetings, online and mobile
- Transcripts

Ai-Media introduced large-scale cost-effective captioning to subscription television in 2004 – a service that has now grown to deliver over 160,000 hours across 45 channels annually. Ai-Media clients have won an unprecedented 21 Captioning Awards over the last 5 years.

Ai-Live™

- Ai-Live™ is a broadband-based captioning service that was commenced to help deaf and hearing impaired students. Ai-Media has used its expertise in live captioning and "re-speaking" technology to develop Ai-Live™, which was an Episode Winner, People's Choice Winner and Season Finalist on the ABC's *New Inventors* 2010 series. Ai-Live™ has a patent pending (PCT) relating to its method of streaming and updating a text string to a web browser.

- Ai-Live™ was proved through a pilot program with the NSW Department of Education and Training and NSW high school students from 2006-10. Ai-Media has received strong interest from students, governments, education departments, teachers, principals, parents, schools, TAFEs and universities to participate in the national rollout of Ai-Live™.

- Ai-Live™ delivers live captioning into classrooms via a laptop and broadband technology so that students with hearing impairment can easily follow any teacher's lessons in mainstream classes. Ai-Live™ can also be applied in University and TAFE institutions, and the workplace to assist people with impaired hearing gain better access to higher education and work opportunities. Ai-Live™ also has application in hospitals, courts and government; as well as in international markets.

- Recent workplace field trials of Ai-Live™ covering face-to-face meetings and teleconferences have proved successful and Ai-Live™ gained accreditation, in August 2010, as the first live captioning service available through the Federal Government's Job Access Employment Assistance Fund.

Non-Executive Chairman 01
JOHN MARTIN

John is an experienced director, CEO of ASX listed companies and corporate lawyer with a special interest in fast growth and emerging technology companies. John is a former executive partner of the Corporate Practice of Allens Arthur Robinson where he specialised in M&A, capital raisings, IPOs and commercial law. John is a former CEO of ASX listed Babcock & Brown Communities and Primelife Corporation and a director of biotech companies Proteome Systems and BTF. He is currently a director of regenerative medicine company, Regeneus and a principal of The Channel Group.

Non–Executive Director 02
DEANNE WEIR

Deanne is an experienced media and technology executive. Deanne is currently Group Director, Corporate Development at AUSTAR where she has responsibility for Corporate and Product Strategy, Programming, Corporate Affairs, Growth Initiatives, and Legal Affairs, including as General Counsel and Company Secretary. Deanne is on the Boards of Screen Australia, the Australian Subscription Television and Radio Association (ASTRA), XYZnetworks Pty Ltd and is a member of the partnership committee of Premium Movie Partnership (Showtime). Deanne is also a member of the Advisory Board of the Centre for Media and Communications Law at the University of Melbourne and a Member of the Australian Institute of Company Directors (MAICD).

MANAGEMENT

Executive Director, Co-founder and CEO 03
TONY ABRAHAMS

Tony co-founded AI-Media with Alex Jones in 2003 as a social enterprise dedicated to ending the exclusion that people with hearing impairments face. Tony has a legal and accounting background and is a Rhodes Scholar. Tony sits on the Board of Northcott Disability Services and is a Member of the Australian Institute of Company Directors (MAICD).

Chief Financial Officer 04
MURRAY MCINNES

Murray has over 30 years experience working in finance and consulting, across a multitude of industries, with a focus on the SME market. In addition to his CFO experience, Murray also brings his expertise in strategic planning, business plan development and marketing for a number of high growth companies. Murray is a Director of Brokenwood Wines, and a judge and mentor with the NSW Enterprise Workshop.

Director of Business 05
STEPHEN BALDWIN

As Director of Business, Steve is responsible for leading and growing AI-Media's business, market and product development; industry partnerships, marketing, communications and public relations. With over 14 years experience in the dynamic broadcast industry, including 12 years at FOXTEL, Steve has a depth and breadth of executive experience identifying and understanding customer needs, and delivering commercial solutions using innovative and varied technology platforms.

Chief Operating Officer 06
TONY SCANLAN

Tony has over 26 years experience in broadcast and telecommunications, with a focus on planning and delivering complex, business critical programs as well as holding technical executive management roles. Following four years as Chief Technology Officer at Premier Media Group (owner of the FOX SPORTS channels), Tony is well poised to lead AI-Media's unified operations function through the next phase of the Company's growth.

Chief Technology Officer 07
VIRENDRA RAHEJA

Viren joined AI-Media in 2005 to lead the company's emerging R&D and product development teams. Viren has implemented live captioning architecture for television in Australia and has driven the development of AI-Media's revolutionary web streaming product. Viren has over 32 years of experience in the IT industry in senior management positions, in a number of countries including Australia, the USA, UK, Switzerland, UAE and India.

Co-founder and Brand Ambassador 08
ALEX JONES

Alex is a co-founder of AI-Media and was born deaf. He has served as an ambassador for the International Day of People with Disability in NSW every year since 2004 and is also the Chairperson of the Deafness Forum of Australia. A graduate of NYU's Tisch School of the Arts, Alex developed and toured Australia with "Heads Up!" – a theatre-in-education production. Alex was also the Artistic Director of the critically acclaimed 2005 Deaflympic Games Cultural Festival.

Head of Education Access 09
LEONIE JACKSON

Leonie has 18 years teaching experience at the Royal Institute for Deaf and Blind Children (RIDBC), and was Assistant Principal of the Thomas Pattison School, a bilingual K-10 school for the last 8 years. In 2006, Leonie received a Churchill Fellowship to conduct a research trip in the UK and USA to look at the possibility of live captioning solutions for the classroom. She is currently Vice President of Parent Council for Deaf Education, NSW. Leonie is also the mother of a very active 3 year old toddler who is deaf. As Head of Education Access, Leonie is leading AI-Media's focus to close the existing gaps in the classroom for deaf and hearing impaired students.

ORGANISATIONAL CHART

BOARD OF DIRECTORS
CHAIRMAN - JOHN MARTIN
NON EXECUTIVE DIRECTOR - DEANNE WEIR
EXECUTIVE DIRECTOR - TONY ABRAHAMS

COMPANY SECRETARY

CEO
TONY ABRAHAMS

LEGAL COUNSEL

Business & Sales
Stephen Baldwin

Key Functions:
- Sales
- Business Development
- Product Development & Implementation
- Marketing
- Publicity
- External Communications
- External Affairs
- Online

Technology
Viren Raheja

Key Functions:
- Research & Development
- Network & Infrastructure
- Engineering
- Support
- Product Development
- Installation
- Software Development
- Hardware
- Information Systems

Operations
Tony Scanlan

Key Functions:
- Program & Project Management
- Captioning Delivery
- Account Management
- Human Resources
- Learning & Development
- Internal Communications

Finance
Murray McInnes

Key Functions:
- Financial Accounting & Reporting
- Management Accounting & Reporting
- Corporate Governance
- Risk Management
- Payroll
- Accounts Receivable/ Payable

Business & Sales | Technology | Operations | Finance