

inverleigh

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BOOM GROWTH LEADS TO DSI REBRAND

MELBOURNE: - DSI by Inverleigh, commercial arm of Inverleigh Media Holdings, has joined with its other operating divisions to rebrand as 'Inverleigh' adopting a consistent look and feel across all Group companies.

The news comes as the company prepares to launch an unprecedented 83 new series titles at the upcoming MIPCOM and Sportel markets this October.

Since launching four years ago, DSI has enjoyed significant and sustained year-on-year growth, currently distributing premium sports content to more than 230 broadcasters worldwide.

Intrepid Production and Vertiscope, the group's in-house production and development divisions, have assembled the most diverse and significant sport entertainment library over the past four years, which now exceeds 2,000 hours of finished programs.

"The decision to create one single commercial brand now makes sense as a next step for the Group - it will strengthen our competitiveness and streamline our operations, while enabling Inverleigh to boost its position in the global content market," said Inverleigh CEO Peter Wraith.

The new brand will be unveiled this October at MIPCOM and Sportel, carrying the tagline 'Love The Story'. "'Love The Story' represents the company's strength in story-telling and narrative-rich content," Wraith said.

With the adoption of its new brand, tag line and logo, Inverleigh has simultaneously launched its redesigned website, www.inverleigh.com. The enhanced website showcases more effectively and visually the company's extensive range of new and existing programming.

The rebrand is the first of a number of important strategic developments that will be announced leading into MIPCOM and Sportel.

ABOUT INVERLEIGH

Inverleigh is a privately owned and operated company. A leader in non-live sports content, the company produces and distributes premium sports entertainment & lifestyle programming, including weekly news and magazine programs, timeless catalogue and major event preview content for traditional and digital broadcast platforms. Headquartered in Melbourne with offices in London, Inverleigh currently supplies programming to over 230 broadcasters globally.

www.inverleigh.com

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