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SysMedia Press Release

SYSMEDIA AND ICAREUS FORM MULTI-LEVEL GLOBAL STRATEGIC ALLIANCE

Horley, UK – 23rd February 2009 – SysMedia, leading specialist in subtitling solutions and content management and production systems for interactive TV and teletext, has formed a multi-level strategic alliance with Icareus, specialists in TV-centric interactive services and technologies.

Icareus, based in Helsinki, Finland, will become technical partners with SysMedia for interactive digital TV and mobile TV. This involves the integration of SysMedia's multi-platform Gold content production and management system with Icareus' playout solutions across MHP, tru2way, DVB-H and MHEG-5 platforms.

Icareus will also operate as a reseller for SysMedia's globally renowned WinCAPS subtitling products in Latin America and through its sales offices in Montevideo (Uruguay) and Mexico City.

Toni Leiponen, Managing Director, Icareus, says, "The key advantages of this strategic alliance are that SysMedia is an experienced and recognised player in the market and our products complement each other in a way that will enable us to bring added value to our customers. We can now offer more comprehensive solutions, more cost-effectively and with a quicker time-to-market."

Andrew Lambourne, CEO, SysMedia says, "For our customers, the benefits of this co-operation are clear: a closely integrated end-to-end solution for new digital text-based services and other interactive TV applications backed up by comprehensive market experience. With broadcasters across the world looking for competitive advantage, interactive TV is a proven way of achieving increased brand penetration and this alliance makes those opportunities truly accessible."

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About SysMedia:

SysMedia manufactures products for the broadcast television industry to produce and transmit value-add content such as subtitling and closed captioning, teletext, digital text services and interactive TV. With over 30 years of experience in this specialised sector, customers include BBC, BSkyB, Red Bee Media, Ascent Media, Technicolor, Teletext Ltd, ARD, RTÉ, TVNZ and over 100 others in more than 25 countries worldwide.

SysMedia is also a leading supplier of specialist teletext signal generators for consumer electronics manufacturers. Additional information can be found at www.sysmedia.com