



**For Immediate Release**

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**Pelco HD & Duplication Services Inc. Rebrand as Digital Media Services:**

**New York, NY and Los Angeles, California – June 1<sup>st</sup> 2016:**

Pelco HD a leading provider of TV and digital video advertising delivery solutions and Duplication Services Inc. (DSI) a leading full service multimedia, duplication, and post production company has rebranded as Digital Media Services Inc.

In 2007 Pelco HD and Duplication Services merged to form a best of breed content management, media delivery, and video post-production company. The company has experienced significant growth with new customer attainment, the opening of a sister facility in Los Angeles, and via employee expansion. Under the new brand, Digital Media Services will continue to expand its service offering across the video landscape.

“We have seen a fundamental shift in our business with the number of new and emerging channels for marketers, advertisers, and content owners to reach consumers through the use of video”. “Rebranding as Digital Media Services is a natural evolution for us as a company, said Jeff Louisot, Chief Revenue Officer for Digital Media Services. “In addition to traditional television, our clients are expanding their use of video via Smart TV’s, OTT platforms, mobile and connected devices.”

Digital Media Services brings over 40 years of industry experience and world class customer service to top 100 advertisers, major motion picture studios, content owners, and platforms. “Our clients will experience the same level of exceptional customer service they have come to expect”, said John Pellicano, President and CEO of Digital Media Services. “This is an exciting time in the history of our company; we believe we are uniquely positioned for continued growth and success for years to come”.

**About Digital Media Services:**

Digital Media Services works with marketers, advertisers, and content owners to manage and deliver video content across all screens including traditional television, connected TV’s, OTT platforms, mobile, and via connected devices. They also offer a wide range of post-production services including closed captioning, asset management, preservation, and archival digitization. Digital Media Services is headquartered in New York City with bi coastal facilities in New York and Los Angeles. Since 2012, the company has been backed by Centerfield Capital and SR Capital Advisors who invest in profitable growing companies for further expansion and growth initiatives.