

Destiny Media Technologies Names Dale Borland Chief Operating Officer

VANCOUVER, Feb. 25, 2015 /CNW/ - Destiny Media Technologies (TSX: DSY) (OTCQX: DSNY) today announced that its Board of Directors has appointed current Vice President and Chief Operating Officer for its Clipstream® business, Dale Borland, to the newly created position of Chief Operating Officer for Destiny Media effective immediately.

In this position, Mr. Borland will report directly to Chief Executive Officer, Steve Vestergaard, and be responsible for overseeing all aspects Destiny Media Technologies' business, including the strategic plan, personnel, sales and marketing, and product strategy.

Having served as Vice President and Chief Operating Officer for the Company's Clipstream business since August of 2014, Mr. Borland brings more than 25 years of leadership experience in successfully commercializing new technologies in multiple international markets. Mr. Borland has served in leadership roles in early stage entrepreneurial ventures as well as medium and large sized enterprises. During his 17-year tenure at Microsoft, he held senior management and executive roles in a number of fast growing divisions including Global Operations and IT Services across EMEA AND Microsoft's Global OEM division. As Director of the Consumer Division from 1995-1998, he headed up strategy, sales & marketing and channels development for Microsoft's pursuit of the home market during the time of initial commercialization of their Digital Media products, Xbox and The MSN Network. In 2006, he was appointed to the role of President & CEO of Marqui Inc., where he led a strategic change in product, sales and services to a SaaS operating company. From 2010-2012, Mr. Borland served as Chief Operating Officer at Wantsa Media Canada, an online transaction solution for digital media and social content. In addition, Mr. Borland was Chief Revenue and Marketing Officer of Colligo Networks and Technical Director at Bytech Limited.

"Since coming on board last fall, Dale has led the initial commercialization strategy for our Clipstream line of business as well as being instrumental in the operational strategy that Destiny will adopt as it moves forward. We believe his global operations, strategic planning and marketing background, combined with a demonstrated ability to lead organizations to meaningful growth are equally well-suited to proactively grow all other aspects of our business," said Steve Vestergaard, Chief Executive Officer of Destiny Media Technologies.

"I'm am very excited to be appointed to this position and look forward to leading the growth, operational transformation and strategic path for Destiny's business, both as it stands today but especially so as we expand and develop in the coming months and years," said Mr. Borland.

About Destiny Media Technologies, Inc.

Destiny Media Technologies (DSY.V) (DSNY) provides services that enable content owners to securely display and distribute their audio and video content digitally through the internet. The Company's two major services are Clipstream and Play MPE®. Clipstream (www.clipstream.com) is a video format that plays on any modern smart phone, tablet, internet, TV, or computer. With Clipstream, there is no player to configure or install, videos never go obsolete, and there are up to 90% cost savings from caching. Play MPE (www.plaympe.com) provides a standardized method to securely and cost effectively distribute pre-release music to radio stations and other music industry professionals, before it is ready for sale. More information can be found at www.dsnv.com.

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