

3 October 2011

ASX ANNOUNCEMENT

Valleyarm signs Global Content License Agreement with YouTube

(ASX Code:TNC)

Highlights:

- Valleyarm catalogue to share in Google advertising revenue from YouTube
- World's most popular online video community with over three billion views per day

The Directors of Transol Corporation Limited ("Transol") are pleased to announce Valleyarm Digital Pty Ltd ("Valleyarm"), through its 100% owned subsidiary Music Services Asia Pte Ltd, has entered into a global Content License Agreement with Google Ireland Limited ("Google") for YouTube.

The Agreement allows for Valleyarm's catalogue to be ingested by Google allowing YouTube's recognition system to identify video and audio from Valleyarm's catalogue on Google and with this, pay Valleyarm for each play of video/audio represented.

The YouTube monetisation model deviates from an automated service whereby Valleyarm will be paid for views of uploaded content from its catalogue from the advertising revenue generated on YouTube's site. This means that Valleyarm may be entitled to a share of advertising revenue should Google, at its discretion, run advertising with Valleyarm content. With acts on the Valleyarm catalogue such as Ungu, Vierra and Dick Figures having combined YouTube views in excess of ten million, this presents a significant potential revenue stream for Valleyarm.

Anthony Zameczkowski, Head of YouTube Partnerships said "We are excited that this partnership will allow users to enjoy videos from their favourite artists in Valleyarm's expansive Asia Pacific catalogue."

Gary Mackenzie, Managing Director of Valleyarm and Music Services Asia said "This is a landmark deal for our companies and the Artist and Labels we represent to monetise their content over the world's largest content enabled site."

About YouTube

YouTube is the world's largest online video community, allowing millions of people to discover, watch, and share original videos. YouTube provides a forum for people to connect, inform, and inspire others across the globe and acts as a distribution platform for original-content creators and advertisers large and small. YouTube, LLC, is based in San Bruno, California, and is a subsidiary of Google Inc.

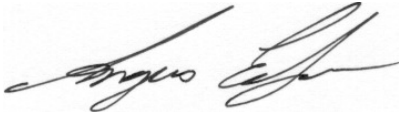
About Valleyarm

Valleyarm specialises in the digital distribution, publishing and online marketing of music and video content focused primarily on content and services within the Asia Pacific Region, along with representation in eastern and southern Africa, the Pacific and Europe. Valleyarm incorporates a unique solution emphasising an “Asia-In” “Asia-Out” model providing digital music content distribution and sub-publishing services which enable Asian content owners to monetise content external from their homeland, and to provide an Asian gateway for western acts and labels to monetise their content in non-traditional markets.

The Valleyarm catalogue of over two million tracks includes single, album and video titles from high profile artists such as Powderfinger, Ungu, Dick Figures, Keith Jarrett, Nidji, Peterpan, Elvis Presley, Martin Solveig and Ella Fitzgerald.

Valleyarm has existing offices in Australia, New York, Singapore and Berlin, and partners throughout Asia, the Pacific, the Middle East, UK and Europe. For further information visit the Company’s website at www.valleyarm.com.

For further information, please contact Angus Edgar on +61 3 8610 8633.

A handwritten signature in black ink, appearing to read 'Angus Edgar', with a stylized, flowing script.

ANGUS EDGAR
DIRECTOR