

7th April 2011

Former CEO of ASX Listed Company Appointed to Digislide's Executive Team

Digislide Holdings Limited is pleased to announce that Mr Michael Carew has been appointed as the Chief Marketing Officer of Digislide Holdings Limited.

Mr Carew was the founder and CEO of **Freshtel Limited** from January 2000 to June 2007. During this time Mr Carew took the company from start up to an ASX listed company (ASX:FRE) with a market capitalisation of approximately \$147M.

Mr Carew spearheaded the company's growth across Europe, Asia and Australia attracting significant investments and executing very valuable commercial contracts with icon distribution channels, including Tesco, the UK's largest retailer. Mr Carew left **Freshtel** to pursue other interests mid 2007.

Mr Carew is a successful serial entrepreneur, who has built several successful technology businesses over three decades.

His first foray into being an inventor was via his invention of the Rapid-flash Superboot roof flashing product and Leaf Free gutter Guard. This triggered his entrepreneurial instincts. In October 2000, he incorporated the **Technologies Integration Group (TIG)**, to develop and commercialise products related to the Building Industry. Reece is the National Distributor of the SuperBoot under the Dura brand.

In 2008, he conceived the idea of a remote based PVR (personal video recorder) that includes a TV Guide, hard disk storage space and a media player. Mr Carew drew together a team of highly skilled specialists, who brought **myTVR** into being. The **myTVR** technology is a cloud based PVR allowing the user to record TV programs available through the TV guide and store them for personal viewing at a more convenient time. The TV guide may be accessed to record and playback on PC, Mac, iPhone, iPod touch V2 and media enabled Nokia mobile phones.

In 2010, Mr Carew joined the **Shirlaws Group**, through which he provides mentoring services, sharing his 25 years+ of proven Business Strategies, Business Development and Product Development experience. Mr Carew's specialisation is in fast growth companies and value gap strategies. His key interest is overlaying proven business frameworks and methodologies to improve company value, performance and culture.

Michael Carew said "After meeting Luceille and the Digislide team on several occasions and exploring the opportunity to work with Digislide and further explore the VSDN possibilities I feel Digislide is a very exciting place to be, taking into account the growth in this space".

Ms Luceille Outhred, Digislide's CEO said "Our interests in the IPTV industry will be best served through us having a presence in the Eastern States, particularly as the National Broadband Network rolls out. Michael will be based in Melbourne, providing both Digislide and

its subsidiary, VSDN Australia Pty Ltd, with a presence amongst the major corporates and larger population areas. This is essential as we move towards commercialising the Virtual Streaming Distribution Network (VSDN) and IPTV Technologies. The VSDN Technologies are infrastructural telecommunication technologies.

About IPTV

Internet Protocol television (IPTV) describes a system where a digital television service is delivered to subscribing consumers using the architecture and networking methods of the Internet Protocol Suite over a packet-switched network infrastructure, eg the Internet and broadband Internet access networks, instead of being delivered through traditional radio frequency broadcast, satellite signal, and cable television (CATV) formats.

IPTV services may be classified into three main groups: live television, time-shifted programming, and video on demand. It is distinguished from general Internet-based or web-based multimedia services by its on-going standardization process (eg European Telecommunications Standards Institute) and preferential deployment scenarios in subscriber-based telecommunications networks with high-speed access channels into end-user premises via set-top boxes or other customer-premises equipment.

The official definition approved by the International Telecommunication Union focus group on IPTV (ITU-T FG IPTV) is *"IPTV is defined as multimedia services such as television/video/audio/text/graphics/data delivered over IP based networks managed to provide the required level of quality of service and experience, security, interactivity and reliability."*

About Digislide

Digislide is an Australian based company that has developed, and continues to develop globally relevant innovative miniaturised projection technologies with broad applications.

The tactical focus is on targeting products/applications that can be embedded into a range of mobile and/or hand held communication devices, such as mobile phones, PDA's and notebook computers. The technologies have wide patent protection and have already received international acclaim; winning several awards in important international technology arenas.

- end -

Further information contact:

Jeff King
Company Secretary

Ph 61 8 8262 3115