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For Immediate Release

TV Magic and Bexel Announce New Business Alliance

Market-Leading Companies to Leverage Complementary Expertise and Resources to Build Their Individual Brands and Business

SAN DIEGO - August 2009. Broadcast systems integrator TV Magic and broadcast equipment rental firm Bexel Broadcast Services have finalized an agreement by which the two companies will collaborate on jointly developed system integration projects. The new business alliance will give both parties powerful new resources for building their brands, enhancing their services, and further extending their market presence.

“We look forward to working with TV Magic in leveraging our individual brands and expertise to increase business for both of our companies,” said Rhett Frazier, national sales manager at Bexel. “We are both known for providing broadcasters with the highest quality service and solutions. By outlining and formalizing the ways in which our businesses can complement one another, this alliance serves as a valuable roadmap for continued growth and profitability.”

TV Magic and Bexel foresee expanding their collective reach into new business opportunities that draw on the specialty and resources of each organization. TV Magic will utilize the equipment, support, and services of Bexel to provide comprehensive and innovative solutions to their clients. Likewise, Bexel will have access to TV Magic’s integration and engineering, design support, project management, configuration and programming, training, and CAD services.

“We have been tied closely to Bexel for many years, both through our service to the broadcast market and in our many shared connections,” said Stephen Milley, vice president of sales at TV Magic. “The alliance we’ve created is a win-win strategy that builds on this relationship and offers a significant competitive advantage and tremendous business growth potential to both our companies.”

More...

More information about the services offered by TV Magic and Bexel is available at www.TVMagic.tv and www.bexel.com, respectively.

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About Bexel: Bexel is the pre-eminent worldwide provider of broadcast services including video and audio equipment rentals, fiber services, new audio sales, used equipment sales, and repairs/maintenance. Bexel provides brilliantly designed and flawlessly executed systems and solutions to all customers – including producers of the biggest and most important televised events in the world. For more information, visit www.bexel.com

About TV Magic: TV Magic is a broadcast and A/V systems integrator and engineering company committed to providing its customers with the highest-quality service in the industry. Regardless of the size, scope, or sophistication of the project, TV Magic has the experience, the knowledge, and the talent to define and meet its technical requirements. The company leverages today's technology to deliver end-to-end solutions for a variety of applications from broadcast facilities to HD production, to installed A/V solutions, and many more. TV Magic prides itself in developing partnerships with customers and vendors that lead to successful long-term relationships. The company has offices in San Diego, Los Angeles, and Latin America. Additional information is available at www.TVMagic.tv.

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