

Sample Digital secures \$1.9MM financing with Collateral Guaranty

HOLLYWOOD, Calif., Oct. 4, 2011 (SEND2PRESS NEWSWIRE) – Sample Digital, the leading provider of production workflow applications for film and TV, has announced a \$1.9MM financing with Collateral Guaranty, the Nashville-based venture banking firm.

The financing will support business growth by scaling the DAX technology platform to meet a rapidly widening client base, as well as adding new features and services.

Sample Digital has dramatically grown its business over the past 12 months and was the first company to go to market with a mobile iPad workflow application in Q1 2011, launching its groundbreaking dax|MOBILE™ with iDailies®. Available at the iTunes® app store, dax|MOBILE™ is powered by Sample Digital's core platform, dax|D3, currently in use supporting more than 100 active television and feature film productions. Clients during the Fall 2011 production season include such top shows as The Mentalist, CSI, Glee, How I Met Your Mother, and Mad Men.

Jim Osteen, President of Collateral Guaranty said, "Sample Digital has demonstrated great progress and significant business growth over the past 12 months. We believe they have built the foundation for solid cash flow positive company."

Sample Digital CEO Patrick Macdonald-King added, "Collateral Guaranty is a great partner and they are providing us with the capital to take the business to the next level at the right moment. This capital will better allow us to scale the DAX product line up to handle the increasing demand from our current customer base and new customers waiting to be added. New features, such as on-demand transcoding and more automation workflow tools will now come to market faster!"

Sample Digital is located in the heart of the Hollywood Media District in close proximity to Paramount Studios and other landmark creators of global entertainment content, along with Deluxe, Technicolor, Laser Pacific and other world-class suppliers of innovative media technologies.

About Sample Digital Holdings LLC:

Hollywood-based Sample Digital (www.sampledigital.com) delivers targeted production workflow and media asset management applications and services to companies who produce, distribute and license audio-visual and rich media content.

Sample Digital's suite of applications, including dax|D3™, dax|Mobile™, Digital Dailies® and iDailies®, optimize business process in content production and distribution management for such creative leaders as 20th Century Fox, CBS, Warner Bros., Showtime, Lifetime Television, Summit Entertainment, and Lionsgate. Clients have found that Sample Digital's

platform reduces production and distribution expenditures, improves time to market and minimizes risk – both creatively and financially.

Sample Digital's core platform, dax|D3, is a highly secure web-based environment where users can share ideas, information and content created throughout the production or campaign lifecycle, or as required for trafficking and distribution of final product. dax|D3 incorporates media production workflow and collaboration, transcoding, distribution and security services into one robust, extendible solution available via desktop, set top box and mobile applications. Learn more at: www.sampledigital.com.

For more information about Collateral Guaranty, visit: www.collateralgty.com.

All trademarks acknowledged.

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