



ASCENT MEDIA ACQUIRES ENCODING & MEDIA SERVICES DIVISION

- Core Infrastructure and Automation Systems move to Ascent -

Los Angeles, CA – November 6, 2008 – Sample Digital has entered into an agreement with Ascent Media to sell its encoding and media services division. Sample Digital will continue to offer encoding and digital packaging services, but will specialize in custom workflow projects. Sample Digital maintains full HD infrastructure and can receive all leading tape and media formats, but will no longer be operating a 24/7 encoding NOC.

“Sample Digital will continue to offer encoding, digital packaging and media services for projects of any size,” said Patrick Macdonald-King, CEO of Sample Digital, “This deal allows Sample Digital to focus on its primary business, production workflow applications and services, and the people of the Media Services division find a home where they can maximize their talents.”

Sample Digital is currently launching its next generation platform D3. D3 combines all the strength of its current products, DAX and Digital Dailies®, and provides enhanced collaboration and workflow capabilities, including on-demand and workflow triggered transcoding and distribution.

- ENDS -

About Sample Digital Holdings LLC

Hollywood, California-based Sample Digital provides production studios, television networks, independent producers and advertising agencies an extensive suite of production workflow acceleration and media management tools, including secure digital dailies, set top box applications, content security, distribution, and transcoding. Sample Digital is currently launching its next generation platform, combining the strengths of both Digital Dailies® and DAX into one product, called D3.

www.sampledigital.com