



Managing your physical
and digital assets

BONDED SERVICES ACQUIRES INCEPTION DIGITAL SERVICES FROM INCEPTION MEDIA GROUP

Leading digital distribution and asset management service provider certified by all major online, broadcast media and VOD platforms to electronically deliver content

BURBANK, CA (July 25, 2012): Bonded Services today announced it has acquired **Inception Digital Services, LLC ("IDS")** from Inception Media Group, LLC. As a leading provider of digital services, IDS provides a wide range of physical media migration, digital encoding, electronic packaging, secure high-speed content delivery services, asset management and archive data storage. The IDS delivery network includes certified delivery access to all major online, broadcast media and VOD retailers and platforms. IDS now operates as a wholly-owned subsidiary of Bonded Services Group LLC, the leading worldwide provider of physical archival management services to the broad range of media and content industries that value expertise, quality and security in handling high value media assets.

Erik Pence continues to serve as President of Inception Digital Services. IDS provides its clients, which range from small independent production companies to major studios, with a comprehensive list of services that include digital master creation, digital conversion, restoration and repair, quality control, metadata, artwork, chapter creation, electronic storage and global delivery. IDS serves all media platforms, including online, mobile, television, VOD, cable and satellite and delivers content to all major retailers and broadcasters, including iTunes as a Preferred Provider, Amazon, Netflix, Sony Playstation, Microsoft Xbox, CinemaNow, InDemand, Comcast, Echostar, Blockbuster, Hulu and Vudu. Additionally, IDS services a number of international platforms and customers including customers in Australia, India, Germany, UK, France and Italy.

"When we created the Bonded Services platform we committed to adding digital services to our current and substantial archival management services offering. IDS's digital capabilities will form the basis of a vital solution for clients who want to monetize and store their assets in the digital world", said Jerry Gold, CEO of Bonded Services Limited. "In combining IDS's direct access to the largest online entertainment retailers and VOD providers and the significant international reach of Bonded, we think we have created an offering unlike any in our industry. We believe we can help our partners to fully exploit physical and digital asset management and maximize all digital distribution revenue opportunities in the future as the growth of digital media consumption on a variety of platforms continues to explode. This deal will help us participate in the substantial growth of digital consumption of media and provide our customers with a full suite of both physical and digital asset management services around the world."

IDS's network provides a key strategic advantage for the combined businesses. Bonded's customers will now be able to digitize their physical assets at a Bonded facility, thus keeping the all-important chain of custody intact which ensures unrivaled security. In addition, IDS's central facility is integrated with the ISWEST data center in Los Angeles, assuring maximum security and abundant connectivity to the digital media ecosystem.



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"Content distribution and exploitation is front of mind for all media industry executives and we plan to be a part of the solution not only as a service provider but also as a thought leader on best practices in actively managing the archival assets of our customers. The combination of Bonded and IDS puts us at the forefront of this rapidly growing segment in the media world," said Erik Pence. "Bonded's global footprint is critical to our international expansion plans of providing key facilities for both our global customers and our platform partners."

About Bonded Services Limited (<http://www.bonded.com/>)

Bonded Services is a recognized leader in the provision of media asset management, logistics & distribution, supply-chain and related services. These services have been specifically developed to service global media, entertainment customers and other industry sectors, which produce high value physical and digital assets. Bonded has been serving the entertainment industries since the 1930s and now cares for 8 million assets for more than 1,400 clients worldwide.

Bonded is an affiliate of The Wicks Group of Companies, L.L.C. and AEP Capital LLC

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