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FOR IMMEDIATE RELEASE

**Encompass Digital Media Teams With Prime Image To Provide Real-Time
“Dynamic Video Time Management” and “Dynamic Ad Insertion”**

LOS ANGELES – September 27, 2011 – Encompass Digital Media Inc., a leading digital media services provider, has partnered with Prime Image, the television industry standard in video time management solutions, to offer its broadcast and cable TV network customers around the world two new real-time services: Dynamic Video Time Management - to seamlessly reduce program editing time, to increase program quality by enabling more program content to run in less time and to manage program run times to the clock; and Dynamic Ad Insertion - to opportunistically increase ad revenue during playout, all without impacting the viewer experience.

“Encompass will integrate Prime Image’s patented Time Tailor into its real-time playout workflow at our locations in the U.S., London and Singapore,” said Bill Tillson, Encompass President and COO. “With Dynamic Video Time Management, we will offer our clients a more flexible, efficient and cost effective way to frame accurately address their program workflow, program formats and clock management to meet the different market requirements around the world. With Dynamic Ad Insertion, we will enable our clients to increase ad revenue during program playout, capitalizing on last minute ratings and advertising spot sales opportunities and eliminating days or weeks of customary ad sales cutoffs prior to a program’s premiere and encore air dates.”

“The Time Tailor technology is the only solution that enables content providers and networks to time manage SD and HD video programs off line in post production or dynamically in real time,” said Prime Image CEO Brian Nimmo. “Our new partnership with Encompass incorporates the Time Tailor technology into a unique real-time playout workflow for both prerecorded programs and live events. This enables Encompass’ network clients to benefit by reducing operating costs (editing time and storage costs) by airing more program content in fewer minutes of airtime and by increasing revenues by monetizing oversold ad spots and airing “make goods” or program/network promos in specific programs and time slots without bumping paying ad spots.”

Prime Image’s patented Time Tailor technology is used by the major broadcast networks and leading cable TV network groups for video time management. It is the only solution that eliminates the need for the extensive editing of programs to fit different U.S. and international playout formats. It allows a network, for example, to air 26 minutes of content in 24 minutes without using compression or speeding up the video and without compromising the integrity or synchronization of the audio, video or closed captioning of the original program or existing advertising spots.

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About Encompass Digital Media, Inc.

Encompass, a leader in digital media services, owns and operates state-of-the-art, broadcast facilities throughout the United States, United Kingdom and Asia. The company's mission-critical, media services provide broadcasters, cable networks, corporations and government entities with customized solutions for the management and distribution of content.

With global access to large satellite and fiber footprints, Encompass has 24/7/365 Teleport facilities and technical personnel in Los Angeles, CA; Atlanta, GA; New York, NY; Stamford, CT; Lino Lakes and Minneapolis, MN; Burbank, CA; London, U.K.; and Singapore. The company employs unparalleled expertise through its full range of service offerings such as network origination; centralcasting; cable neighborhood platforms; disaster recovery; satellite and fiber transmissions (full time and occasional use); a fleet of satellite uplink trucks; digital media encoding services; digital file transfers via satellite, fiber and IP; emergency communications; governmental SATCOM; production studios; and video production services.

Learn more about Encompass at www.encompass-m.com.

About Prime Image

Prime Image, headquartered in Chalfont, PA, is the broadcast industry standard in video time reduction solutions and features the patented Time Tailor series. The Company pioneered the development of the first video time reduction process in 1995 and has the only frame accurate process that digitally and undetectably deletes unnecessary frames without video compression or compromising the integrity of the video, audio or closed captioning of the HD or SD program content. The Time Tailor is the only solution that enables content providers and broadcasters to time manage video off line in post-production or dynamically in real time for both prerecorded programs and live events without altering scheduled advertising spots. Program run times are reduced to fit syndication requirements and to generate additional revenue by creating additional advertising spots. Prime Image has a loyal blue chip customer base. The Time Tailor technology has been employed by top U.S. and international broadcast networks, TV station groups, cable TV networks, movie studios, content providers and post-productions companies.

Learn more about Prime Image at www.primeimage.com.