



PRESS RELEASE

Prime Image Positions for Growth With New Leadership Appointments

Technology veterans Al Snyder and Dave Whalen appointed to key leadership roles

Chalfont, PA – July 28, 2014 – Prime Image, the industry leader for video time optimization solutions, announced today that Al Snyder has been appointed as Board Vice Chairman, and Dave Whalen has been appointed Chief Executive Officer and Board Member of the Company.

Mr. Snyder brings over 30 years of management and board leadership experience in the high tech sector to his new role. A telecoms and IT industry veteran, his previous positions include Board Member at RightNow Technologies, CEO and Board Member at Aepona, CEO at Carrier Access, COO at Openwave, and other senior executive positions at Oracle and Digital Equipment Corporation, with responsibilities for product development, sales, customer service, software support, and professional services.

"I'm very excited to be joining Prime Image at this stage in the company's growth," said Mr. Snyder. "Prime Image is already established as the leader in the video time optimization market and is well positioned to realize its growth potential in a market that is rapidly evolving."

Mr. Whalen has held a wide variety of executive management positions with Sony, Palm, Openwave, Kyocera, SignalSoft and most recently served as a Vice President and General Manager at Intel (INTC).

"I'm excited to be joining the team at Prime Image and honored to be working with such a talented group of people," said Mr. Whalen. "The Company has a strong history of serving its customers while continuing to be a market leader. I look forward to leading the next phase of innovation, market expansion and platform growth for the company."

"We are delighted to welcome Al Snyder and Dave Whalen to Prime Image," said Bennett Lomax, Prime Image Chairman. "Their global experience with both public and private companies, building highly effective and functioning teams, as well as creating lasting, strategic relationships with customers and partners, will be of great strategic importance to the next phase of our growth."

About Prime Image

Founded in 1985 and acquired in 2003 by The Lomax Companies, Prime Image pioneered the development of the first video time reduction that digitally and



undetectedly deleted unnecessary frames without video compression or compromising the integrity of the video, audio or closed captioning of the program content. Prime Image has become the industry standard in video time reduction technology featuring the patented Time Tailor series.

More information can be found at <http://www.primeimage.com/>

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