

Media Excel Appoints Heath Peyton Senior Product Manager

Former EG Technology and Arris Group Director to Oversee Company's HERA Suite Of Industry-Leading Video Compression Appliances

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AUSTIN, TX -- Media Excel, a leader in advanced real-time video solutions, today announced that it has appointed Heath Peyton as Senior Product Marketing Manager for the company's HERA line of professional video compression appliances.

Heath will oversee the technical development and delivery of the HERA products, including the upcoming shipment of the company's HERA 4000 product, which is among the first video encoding and transcoding products to leverage the Texas Instruments DaVinci™ digital media processor. In addition, he will manage Media Excel's strategic OEM and channel partnerships, and will integrate third-party applications for the HERA products. Heath will be based in Media Excel's Austin, Texas headquarters.

Previously, Heath was the Director of product management for EG Technology's line of video networking products, which has gained considerable traction in the global cable industry. During his time at EG Technology, he established a new market category of localized video insertion which drove the company into a market leadership position. Prior to this role, Heath was product sales engineer for Arris, leading the company's VoIP product launches and supporting the company's broadband networking equipment sales growth.

Heath holds a B.S. degree in electrical engineering, with a focus in DSP design, from the Georgia Institute of Technology (Georgia Tech).

"We are very pleased to have one of the video networking industry's rising stars leading our product management; Heath is well-recognized for having introduced groundbreaking encoding products, and he will be an invaluable resource as we continue to grow," said Thanasis Iatrou, chief executive officer of Media Excel. "Heath's expertise in telecom and cable infrastructure will provide us with strong inroads to future partners and customers as we roll out our HERA 4000 product."

About Media Excel, Inc.

Media Excel is the Next-Generation Transcoding Company for MobileTV, WebTV, IPTV & Digital Media. Recipient of Frost & Sullivan 2008 Award for Product Innovation. Enabling the any content to be displayed on any device through its affordable, high-performance next-generation transcoding technologies targeted at Telecom, Web and Media Broadcasters. Headquartered in Austin, Texas, Media Excel is a privately held company founded in 2000. To contact Media Excel, write to sales@mediaexcel.com or visit <http://www.mediaexcel.com>.