



Media Excel expands management team in Europe with leading industry talent

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Austin, TX – Media Excel Inc., the world’s leading provider of next-generation transcoding solutions for MobileTV, WebTV & IPTV, today announced a key management appointment reflecting the company’s fast expansion in the marketplace.

Nicolas Pry joins Media Excel as **Vice President of Europe**, to lead the Company’s fast growth and establish the European Operations. Nicolas has built a very successful track record in the Telecommunications and Cable Operator industry for the last 27 years. Nicolas started his career with GE Information Systems as General Manager, was subsequently recruited by Landis & Gyr Communications as VP Systems, and then worked for HARMONIC as Senior Director of International Operations. Recently Nicolas led Subex/Syndesis sales efforts in Europe as Director of Sales targeting Telecoms services operators. Nicolas brings to Media Excel a wealth of knowledge of the European Telecom Operators market, and an extensive understanding of video technologies and their role in the future of the Telecommunications industry. Nicolas lives in Switzerland.

Announcing Nicolas’ appointment, Thanasis Iatrou, CEO of Media Excel said: *“We are very excited to have such world-class senior talent joining our team. Our industry is at an inflection point and there is tremendous growth ahead. I am sure that with the help of Nicolas we will take Media Excel to the next level of our corporate evolution”.*

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 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>.