



ADVANCED DIGITAL SERVICES

NEWS RELEASE

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Advanced Digital Services Appoints Thayer Jester Vice President of Business Development and Marketing

Company continues market expansion and hires entertainment industry veteran to take industry leadership role

HOLLYWOOD, CA – November 11, 2009 – [Advanced Digital Services, Inc.](#) (ADS), a leading global provider of value-added post-production services, has appointed Thayer Jester Vice President of Business Development and Marketing. Ms. Jester, formerly the Director of Sales for 2G Digital Post, adds to the company's executive team as it continues its growth and expansion in the US and abroad.

Ms. Jester's responsibilities will include developing new business opportunities and strategic relationships with service, content and technology partners; client needs assessment; and overall marketing to extend ADS's brand reach into new market frontiers. "We are delighted to have Thayer join ADS's executive team," stated Andy McIntyre, Founder and CEO of ADS. "Her sales and marketing expertise coupled with her comprehension of the studio and digital post production market dynamics, and extensive experience in developing successful sales organizations further strengthens our commitment in establishing our worldwide presence as a global provider of best-in-class post production service offerings."

"I look forward to leveraging my many years of sales, business development and marketing background in helping to move the company forward," added Ms. Jester. "The confluence of IPTV, Web 2.0 initiatives, the proliferation of social media platforms and multi-platform distribution has forever changed the time-to-

market model for our clientele, and how we can leverage our workflow processes to help meet their specific business needs. To this end, my initial focus is to support ADS in solidifying current relationships while cultivating new market opportunities for future revenue growth.”

Ms. Jester’s stellar career spans close to a decade in the Hollywood community. At 2G Digital Post, Ms. Jester was responsible for developing and securing new accounts with some of entertainment’s largest studios and networks. As Director of Sales and Marketing at Ascent Media Group’s FilmCore Distribution Division, she oversaw the deployment of the post and digital asset management services to existing and new clients. Additionally, she managed the marketing and rebranding of the organization, promotions and fulfillment divisions with the major studios for broadcast distribution. Previously, she was promoted from Business Development Executive at Ascent Media Group’s Todd AO/Soundelux to Director of Sales at Ascent Media Group’s Content Division where she directed and managed all sales related processes in the company, including account set up/credit, service, operations, billing and Sarbanes Oxley compliancy. Early in her career, Ms. Jester honed her sales skills as the Business Development Executive at The Image Resolution where she was able to secure new business from Hollywood heavyweights like Sony Entertainment, Walt Disney Pictures, Lion’s Gate Entertainment, Franchise Pictures, Screen Gems, Nu Image, Universal, DreamWorks, Myriad Entertainment and Paramount Pictures.

About ADS

ADS (Advanced Digital Services) is a leading global provider of value-added post-production services that include standard definition/high definition, digital new media, restoration, duplication and electronic delivery services to the media and entertainment industry. The company employs many of the industry’s elite ‘craftsmen’ and its highly skilled personnel possess significant industry experience and knowledge. ADS provides 24/7 audio and video post-production services, delivering the industry’s highest quality movie trailers, electronic press kits (“EPK’s”), episodic television programming, motion pictures and television spot advertisements. With a complete end-to-end digital workflow built to maximize flexibility, efficiency and quality, ADS serves the most respected and recognized motion picture and television studios, media and entertainment companies and advertising agencies in the United States and abroad.

ADS’ customer-centered approach to projects results in the delivery of consistent high-quality assets, on time and on budget. For more information, contact 323.468.2200 or visit us at www.adshollywood.com .