

22nd December 2010

Digislide Joint Ventures with Global Marketing Company



Digislide Holdings Limited (Digislide) has been invited by **Mr Beryl Wolk**, founder of Beryl's World, to participate in a non-exclusive Joint Venture, which will see Digislide's projection products marketed around the world through a range of tested, tried and proven strategies by one of the world's largest marketing consortia. The Joint Venture is an equal partnership of Digislide Holdings Limited and International Marketing Consortium Inc (IMC).

Mr Beryl Wolk was appointed by the United States Government as Honorary Chairman of the Business Advisory Counsel, and in 2005, was nominated Business Man of the Year. He has a Joint Venture with the co-founder of the Internet and has numerous ventures using state-of-the art technology on the Internet, including 540 million opt-in-E-mails with 1.25 billion hits per month.

Beryl's World is a global marketing consortium comprised of 21 autonomous companies, active in 22 countries across a wide range of business sectors, and 1,250 employees located across the United States of America. It is also a multimedia marketing consortium, focusing on unique targeted media, the most recent being the creation of the Internet Marketing Consortium.

Clients include 175 national corporations, and over 1,100 Joint Ventures implementing Beryl's World marketing and media strategies. Utilising 800 radio stations, Beryl's World reaches 100 million television households, and readers of 79 magazines and 12,000 weekly newspapers on a P.I. (Per Inquiry) basis.

The Wolk's Family Guide newspaper inserts have been published for Ford, Chrysler, GM, McDonalds, Burger King and thousands of other companies. Beryl's World is the largest provider of sweepstakes in the USA and operates 55 affinity clubs with 24 million members.

Beryl conceived the "30-minute infomercial" in 1977, and the company has now produced over 1,600 infomercials. Beryl is co-founder of CartCade, the largest kiosk



company, marketing products and services by way of carts (kiosks), or "stores without doors" placed in malls and train stations.

Beryl's World also has a Joint Venture with the IFPA, servicing 40 million readers weekly, and with a predictive dialing company with the capability of 5 million calls per day.

Beryl has created, developed, and maintained 110 consortia of various categories, including Ultimate Music Consortium, Ultimate Motion Picture Consortium and Ultimate E-Marketing Consortium.

Beryl was co-founder of the Cable Advertising Bureau, and is a leader in the cable industry, having provided the marketing launch of QVC, Comcast, ESPN, HSN, BET and AOL. Beryl was co-founder of cable television's largest circulation magazine, the "Cable Guide", which recently merged with TV Guide.



Beryl's World Meets Digislide



Ms Luceille Outhred, Chief Executive Officer of Digislide, has been appointed President of the Joint Venture. Both IMC and Digislide anticipate that this Joint Venture will result in significant sales being made in USA and many other countries.

Mr Jeff King, Digislide's Chief Financial Officer, said "Once operational the profits from the Joint Venture will bring Digislide to break-even and ultimately achieve profitability more quickly than expected. The projected cash flow from the Joint Venture should eliminate the need for further externally raised working capital funding."

Ms Outhred said "I am **very** excited about the potential of this Joint Venture! I anticipate it will have a **very** significant effect on the pace and scope of Digislide's global market expansion, with resultant benefits of dividends being issued to all shareholders.

She added, "Digislide's Mission has always been: *"to excel in the design and manufacture of innovative digital convergence technologies and capture a significant share of global markets, **through the careful management of our inventors' dreams, investors' assets and employees' futures.**"*

"It seems **convergence** is not just about technology converging! Beryl Wolk's vision was to establish IMC Joint Ventures to provide funds for Humanitarian Causes ("**Better World**"). It is a little known fact that the "**inventors' dreams**" of that I was initially entrusted the "**careful management of**" always included bringing the company through to profitability, so that their dividends could be used, in part, to alleviate poverty in the world."



About Digislide

Digislide is an innovative Australian based company with an extensive Intellectual Property portfolio and proven capacity to design, develop and commercialise complex projection products. The technologies have wide patent protection and have already received international acclaim.

Digislide's strategy is to licence manufacturers to produce miniature projection systems for embedding in mobile and/or hand held communication devices, such as mobile phones, PDA's and notebook computers, and its tactical focus has been to design hand held projectors which complement and interface with 5 of the world's biggest selling electronic devices; Apple's iPhone™ and iPod™, Nintendo's Wii™, Sony's Playstation™ suite and Microsoft's Xbox 360™.

Following the convergence of projection, telecommunications, mobile gaming, and IPTV (Internet Protocol Television) technologies VSDN Pty Ltd (a wholly owned subsidiary) was incorporated.

Virtual Streaming Distribution Network (VSDN) technologies remove the perception of the Internet as "the digital divide" and enable it to be "the fourth utility". IPTV brings access to information, education, entertainment, health and wellbeing to a commodity level.

Further information contact:

Jeff King
Company Secretary
Ph: 08 - 8262 3115