



Bright Expands Sales Channel with Two New US Business Partners

Reno, Nevada, March 10, 2007, www.4bright.com: Bright Systems, Inc., developer of file server and media sharing technology for the film and postproduction industry, has added two new US companies to its worldwide network of business partners. Cinesys, Inc. and Armadillo, Inc., both long established and experienced suppliers to the digital post market, will develop sales opportunities for Bright's BrightDrive range of media sharing systems in their respective areas.

Cinesys is an independent reseller of advanced digital solutions for broadcast and post with expert knowledge of editing, compositing, effects and SAN infrastructure systems. With offices in Miami, Houston, Dallas and Atlanta, the Company has developed its business with heavy emphasis on recruiting highly skilled professionals, and can boast a large team of industry specialists with a combined experience of over 30 years providing solutions for the challenges of modern digital workflows. As a Bright Systems' reseller, Cinesys will promote BrightDrive to facilities in the south-east territories of the United States and provide a full range of after-sales services, including installation, training and 24-hour technical support.

Armadillo specializes in supplying production, postproduction, film and TV companies in California with state of the art systems and engineering services. They have extensive knowledge in DI, color correction, compositing, graphics tools, render applications, networking technology and digital workflows and have earned a reputation for implementing robust and innovative products and services. Armadillo will continue to develop Bright's existing BrightDrive customer base in California.

"As we continue to expand our sales channels, it is important that all our partners have the resources and advanced skills required to enable us to best serve our customers and maintain our success in building BrightDrive as a market leader," said Peter Lambert, VP Worldwide Sales, Bright Systems, Inc. "Cinesys and Armadillo both have unrivalled knowledge and experience of digital technology and a thorough understanding of the changing needs of the digital post communities."

Earlier this week, Bright also announced ERA, London, as a new business partner for Northern Europe following increased demand for BrightDrive media sharing systems across Europe.

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About Bright Systems

Bright Systems was founded in 1999 to design and develop advanced infrastructure systems for data-intensive environments. Based in Reno, Nevada, a centre associated with important milestones in the



development of video disk recording, Bright Systems provides a range of extremely high-performance file servers capable of record/playback of real-time uncompressed video and data streams. With its unique expertise in advanced engineering and facility integration/workflow, Bright Systems is able to deliver a significant competitive edge to the post production industry. www.4bright.com

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