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**VELOCITY World Media Hires Experienced Executive to Expand  
Interactive Broadcast Services Across New Industry Sectors**  
*– Michael Reidbord Adds Diverse Array of Talents to Business Development Team –*

**NEW YORK, August 1, 2012** — [VELOCITY World Media®](#), the largest global, private experiential television network, has hired **Michael Reidbord** as managing director of global services to expand the company's business-to-business broadcast services across new industry sectors. Mr. Reidbord is also tasked with expanding the client base for VELOCITY's groundbreaking global entertainment platform, including the development of sponsorship programs.

"Michael's experience building companies in the U.S., Asia, Latin America and Europe speaks for itself," said Philip Elias, president and CEO of VELOCITY World Media. "He's been involved in several start-up successes in the technology sector and is recognized for producing innovative, market-leading revenue opportunities. We're excited to have him on board as we introduce the power of the VELOCITY platform to more and more industry sectors."

Mr. Reidbord most recently served as president and CEO of Blue Dasher Technologies, an award-winning, advanced street-level imaging technology provider to the real estate, travel and tourism, retail, and engineering industries. He was tasked with building and running an organization capable of servicing the multi-platform demands of leading firms such as Yahoo, AOL, Nokia, Tele Atlas, Motorola, NAVTEQ, MapQuest and First American, as well as government entities. Blue Dasher was awarded the IT Florida and Beacon awards for technology innovation.

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In 2000, Mr. Reidbord co-founded technical apparel producer Brilliant Asia Corporation. Within four years, he grew the company to \$45 million in sales with customers including BP, Continental Airlines, Securitas and Wells Fargo. He has also held senior positions in the U.S. and Europe with companies including Treesdale Corporation and Bayer, and oversaw global manufacturing and operations for GSCM Germany, a leading supplier of technical products to police, fire and emergency response personnel in multiple countries.

Launched in 2005, VELOCITY World Media specializes in producing custom experiential television programming presented live via EchoStar satellite for invitation-only audiences at VELOCITY HD Digital Suites located in private clubs, restaurants and hotels in the top 200 markets across the world. In addition to producing cutting-edge broadcasts for a host of the world's top pharmaceutical, financial and technology companies, VELOCITY is changing the way that artists bring their music to the marketplace with FIRST SPIN®, a private performance platform.

To learn more about VELOCITY World Media visit, [www.VELOCITYWorldMedia.com](http://www.VELOCITYWorldMedia.com).

### **About VELOCITY World Media**

VELOCITY World Media, the largest global, private experiential television network, specializes in producing custom High-Definition television programming live via EchoStar satellite to invitation-only audiences at VELOCITY HD Digital Suites located in private clubs, restaurants and hotels in the top 200 markets across the world. Since 2005, VELOCITY has produced powerful HD broadcasts that have reached more than 300,000 key decision-makers with critical information across a wide range of topics while eliminating more than half of a billion pounds of climate-changing gases caused by air travel. For more information, visit [www.VELOCITYWorldMedia.com](http://www.VELOCITYWorldMedia.com).

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