



BRAINSTORM

Brainstorm steps up activities with restructure of Sales Division and recruitment of David Alexander for key new Sales Director Position

Brainstorm's real-time 3D graphics products, solutions and services have long been considered the best on the market by those in the know. Brainstorm has been the graphics supplier of choice for the critical live broadcasts of Elections, News, Sports, Finance, Entertainment programming and more for many of the world's leading broadcasters, including the BBC, TVE, RTL, TSR, NBC, CNBC, Reuters, Abu Dhabi TV, Al Jazeera, NHK, NTV and Asaha TV Japan, KBS and MBC Korea.

With major successes worldwide and a mature product range, Brainstorm is ramping up its sales activities in 2010. This begins with a restructure of its Sales Division and recruitment of senior sales executive David Alexander to the new role of Sales Director.

David will help restructure Brainstorm's Sales Division and build its sales infrastructure worldwide, ensuring the company broadens its reach and presence in international markets. Brainstorm is looking to expand its footprint in its traditional European, American and Asian markets

while opening market share in new markets such as Latin America as well as entering into new segments within traditional markets.



"We are thrilled to have David on board," said Ricardo Montesa, Brainstorm CEO. "David will be a key player in helping us achieve our expansion objectives in 2010," he said. "His wealth of experience in international sales and his many friends and business contacts throughout the broadcast industry will help consolidate our presence in existing markets while accelerating our entry into new ones."

David opened up similar markets for Quantel, developing the business and building the company's Spanish subsidiary, eventually becoming responsible for the whole of southern Europe and South America which represented a significant percentage of Quantel's turnover.

More recently, David has developed a thriving sales and marketing consultancy business, helping companies to develop and expand their markets within his areas of expertise which also encompass the UK and other European markets.

Fluent in Spanish and equally adept within the Latin social and business environments as he is within those in the UK and other European markets, David bridges the cultural gap which is so often overlooked when building business in international markets.

About Brainstorm:

Established in 1993, Brainstorm Multimedia provides industry-leading real-time 3D interactive graphics solutions for all broadcast graphics types and workflows as well as for feature film production. Brainstorm's eStudio is unique in the market due to its sophistication, open architecture and versatility – enabling both design and real-time playout of virtual studios and 3D graphics as well as the easy creation of customized applications. Brainstorm's production arm provides an end-to-end graphics production service enjoyed by many of the world's leading broadcasters. For more information visit: www.brainstorm.es.