



News Release

For Immediate Release

California Media Engineering Inc. Signs On Marketec as its Western Regional Distributor

San Luis Obispo County, CA – October 15, 2010 - California Media Engineering Inc. and Marketec, based in Burbank California, announce that Marketec will be the exclusive distributor of Cal Media's professional audio-visual equipment for the US Western Region.

Cal Media Engineering was founded in 2004 and has successfully designed and manufactured audio-video equipment used by professionals throughout the broadcast and post-production industries. The company's product line includes the multifunctional 5000 series cards for the openGear terminal equipment platform. "openGear" is an open architecture 2 RU modular frame system supported by more than 20 different terminal equipment manufacturers.

"We are excited to be working with the team at Marketec" said Keith Schindler, Founder and President of Cal Media Engineering, "They have the experience, expertise, and industry contacts to further the success of our marketing and sales efforts. Working with distributors like Marketec will also allow our company to focus on innovation, which is what we do best."

About California Media Engineering, Inc.

Incorporated in 2004, California Media Engineering designs, manufactures, and supports professional audio, video, and imaging equipment and software. It also provides design services and support for several highly innovative award-winning products utilized in high definition television, radio broadcast, and post production. All of California Media Engineering's cards are proudly manufactured in the United States. News and information are available at www.calmedia.com.

About Marketec, a Division of Rack Innovations, Inc.

Marketec has been in business since 1988 and is a B to B, Distributor and Manufacturers' Rep organization. They serve the Broadcast, Post Production, Professional Audio, Video and IT Industries for a select group of Technology Manufacturers. Their focus is connecting the technology manufacturers they represent with their Channel Partners. News and information are available at www.marketec.com.

Cal Media Engineering, Inc. Contact:

Keith Schindler

Tel: (805) 931-0857

Fax: (805) 299-4581

Email: kschindler@calmedia.com

www.calmedia.com