



KEYSTONE ENTERPRISE SERVICES UNVEILED AS NEW NAME OF GLOBECAST ENTERPRISE SERVICES

Name Reflects New Company Focus on Corporate Video Services

NAB 2009 and Salt Lake City, UT – April 15, 2009 - [Keystone Enterprise Services](#) - previously doing business as GlobeCast Enterprise Services - today announced its new name. The new name, [Keystone Enterprise Services](#), better reflects the company's new structure and exclusive focus on large-scale secure video and media delivery services for enterprises.

The name change comes two years after the company completed a transaction to purchase the U.S.-based enterprise services business unit of France Telecom subsidiary GlobeCast, the leading global provider of content management and worldwide transmission services for professional broadcast delivery. The business unit served as GlobeCast America's arm in providing satellite platforms for business networks worldwide.

To better position the business for new opportunities, it was joined in March 2007 by two new entities: Simmons Media Group, a multi-media company; and Epic Venture Fund/Zions, a \$40 billion investment and banking organization - and it has now been spun out of France Telecom. The company has demonstrated significant successes and increased customer value under its new structure. These include:

- Growing revenues 50% in the past year through enhanced product offerings
- Increasing its customer base, adding multiple new [Business Television](#), [Interactive Distance Training](#), [Digital Signage](#), [2-Way Mobile](#), and [Keystone Events](#) clients
- Increasing its fiber and [satellite network](#) assets, including the addition of a nationwide fiber IP/MPLS access network
- Expanding the depth and breadth of its customer support systems and staff.

"Keystone Enterprise Services' new name pays homage to the company's pioneering heritage and leadership role in the satellite transmission industry, while signaling our future focus," said Keven Cahoon, Keystone Enterprise Services' President.

[Keystone Enterprise Services](#) first began operations as Bonneville Satellite and was responsible for the design and build-out of one of the first satellite-based corporate television networks in the U.S. It became Keystone Communications in 1989, and as the leading U.S.-based provider of satellite transmission services it was acquired by France Telecom in 1996. Coming full circle and taking the name [Keystone Enterprise Services](#), the new company continues its 28-year legacy of providing large-scale secure video delivery systems for business.

"The word 'Keystone' is a great analogy for our philosophy of 'one-stop shop' service and support going forward," said Cahoon. "The idea of a Keystone suggests the key role we play supporting our customers and integrating the supporting elements they need under one solid structure," he added.

About Keystone Enterprise Services (www.Keystonebtv.com): The leader in satellite enterprise video services for 28 years, [Keystone Enterprise Services](#) helps organizations deliver private and interactive video for corporate communications, training, broadcast, and special events. Top companies rely on [Keystone Enterprise Services](#) to design, implement, and manage large-scale private video delivery systems and services. Offerings include: [Business Television](#) – networks for training and internal communications; [Keystone Events](#) - providing corporate special events video production, logistics, and transmission; [Digital Signage](#) – for enterprise and retail networks; and [VSAT and mobile](#) video and data services. Headquartered in Salt Lake City, the company provides service globally.

Keystone Enterprise Services

1193 West 2400 South, Suite A, Salt Lake City, UT 84119
Phone: 801-908-1100 Fax: 801- 908-118 www.keystonebtv.com