



## **JUICE REBRANDS AND LAUNCHES MONTRÉAL OFFICE**

### ***New look and new presence in Québec market reflect company's growing ambitions***

Toronto, ON June 22, 2011 – JUICE, one of Canada's leading multi-platform service providers, is pleased to announce the opening of a new office in Montréal, Québec.

This facility marks Juice's first step into another province and is in line with the company's strategy to become a top provider of multi-platform services for the world's leading music and filmed entertainment distributors. The Québec market presents an exciting opportunity for Juice, both to build on its existing operations in Toronto and to acquire and develop projects for more of French Canada. "Our move into Québec is a big step forward in building our multi-territory infrastructure," said Andrew Buck, President and Executive Producer of Juice. "We are very excited to provide a local operation to service the needs of our clients."

Former Alliance Vivafilm technical services supervisor, Annabelle Franche, has been hired to manage the Montréal office, which is scheduled to open in July 2011. Franche brings 10 years of industry experience and is a perfect fit for the role. "Juice has always been at the forefront of new developments in our industry," said Franche. "There are a lot of opportunities for Juice in Québec and our presence here will give new and existing clients local access to our services. I couldn't be more pleased to be a part of this."

Concurrent with the Montréal facility is a new visual identity designed to better define Juice's evolving role as a digital agency. The word "productions" has been dropped from the logo. The company's newly launched website ([www.juiceproductionsinc.com](http://www.juiceproductionsinc.com)) has also been redesigned to more accurately reflect new service offerings and a new approach to business. "We're no longer a small team working on a few high-end projects," said Mark Chandler, Director of Operations. "Juice is a preferred encoding partner with many of the top digital service providers in the market today. iTunes and Netflix are really changing the landscape. We're very proud to be working with such forward-thinking companies." This rebranding, coupled with Juice's foray into the Québec market, is an important milestone for the company as it moves into its next stage of growth.

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### About JUICE

Juice is a multi-platform digital agency consisting of designers, producers, and media supply-chain specialists. The company has focused on creating compelling user experiences through design and technology. Juice also provides a platform through which feature film, television, music and broadcast media content is archived, edited and distributed. The company has developed and continues to develop processes and workflows that substantially reduce the overall cost of creating and distributing media assets.