



LAKESHORE ENTERTAINMENT, THE SOLUTION ENTERTAINMENT GROUP, QED INTERNATIONAL, GFM AND ARCLIGHT AMONG THE LATEST LEADING SALES AGENTS TO JOIN RIGHTSTRADE MARKETPLACE

Cannes, France, May 2015 – RightsTrade, the leading online global marketplace for film and television rights, has closed deals with leading film sales companies Lakeshore Entertainment, The Solution Entertainment Group, QED International, GFM and Arclight to utilize its sales and screening platform. Other recent signings also include Altitude Films, Inception Media, Mongrel Media, and Electric Entertainment.

“The addition of these leading sales agents immediately adds over 200 high quality titles to the RightsTrade marketplace. The velocity with which we are adding new clients, as well as last month’s recognition by MIPTV as “Best B2B Startup in the TV and Online Video Industry” are terrific validation that the market has embraced RightsTrade’s next-generation toolkit for content licensing. We are looking forward to speeding up the steps in the licensing process from screening to signature, so that our clients can close more deals, faster,” said RightsTrade CEO Steven Polster.

“The RightsTrade platform facilitates our licensing efforts by providing our team with unparalleled screening and sales features. It is simple to use and yet offers all the analytics and security options that we could envision,” said Laura Austin-Little, Head of International Sales of Lakeshore.

“From sending and tracking secure screeners to streamlining deals, RightsTrade has the potential to become the Airbnb of content licensing,” said Lisa Wilson, Co-Founder and Partner of The Solution Entertainment Group. “We are looking forward to making the most of their powerful platform to boost our sales.”

“RightsTrade is a remarkable selling tool, that enables us to do our job, faster, more efficiently and with the confidence of security,” said Clay Epstein, SVP Sales & Acquisition of Arclight Films.

RightsTrade offers the only cloud-based SaaS platform to streamline the complex process of licensing rights, from searching available rights, to securely screen content and now with the unique DealWizard technology, buyers and sellers can negotiate, close and e-sign licensing deals anytime, anyplace. RightsTrade hosts the industry’s largest database of rights availabilities, which accredited buyers use to find distribution rights and connect with sellers.



As the market leader in its field, the RightsTrade's platform has over 6000 industry buyers reviewing more than 2000 high-end film and TV titles from over 200 registered sales companies and content owners, including Sierra Affinity, Voltage Pictures, Fortissimo and GK Films. RightsTrade has increased the speed and efficiency of generating deals including facilitating over 45,000 secure B2B screenings of film and TV programming to aid the sales process.

A key competitive advantage the company holds is based on its integration with content owners back-office rights management systems and APIs (Application Platform Interface) designed to sync rights avails information and metadata in real time. The company has already completed a robust integration with FilmTrack, the industry's leading contract and rights management SaaS platform, which gives RightsTrade unprecedented scalability as its marketplace develops. FilmTrack, which holds a minority interest in RightsTrade, is the world's largest intellectual property repository managing millions of titles and contracts for more than 200 global media and entertainment companies.

For more information on RightsTrade, please visit: <http://www.rightstrade.com/>

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