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Black Diamond Video Appoints Representative Firm Central Marketing, Inc.

Point Richmond, California, February 1, 2013 – Strengthening its position as a leader in high-resolution digital video processing solutions, Black Diamond Video, Inc. (BDV) today announced it has appointed leading manufacturer's representative firm Central Marketing, Inc. to represent BDV's products in the upper Midwest United States. This contract is effective immediately.

Central Marketing, Inc. will promote Black Diamond Video's product line of single-link and dual-link DVI matrix switches, processors, scalars, signal conditioners, and signal converters. Focusing on commercial applications, Central Marketing will sell Black Diamond Video's products to system integrators with control room, digital signage and large-venue video wall projects.

"We're excited to bring Central Marketing onboard," said Mark Palm, Regional Sales Manager for Black Diamond Video. "This partnership will further grow the market for BDV's video processing technology in the Midwest region. As Black Diamond Video expands sales globally, we will continue to create strategic partnerships with companies like Central Marketing that appreciate our products' ease of use, buildable infrastructure and superior image quality."

"Over the past decade, Central Marketing has turned more toward integrated systems that include video walls, control rooms, digital signage and large venue LED display," commented Rick Williams, President of Central Marketing, Inc. "We saw that we had a void in our product mix and found Black Diamond Video the perfect complement to our synergistic approach to the market."

About Central Marketing, Inc.

Since 1974, Central Marketing, Inc. has been the leading manufacturer's representative firm for pro-AV presentation products, total room solutions and digital signage technologies in the upper Midwest. Covering 15 states, Central Marketing's commitment to its manufacturers, dealers, and integrators is nothing short of a partnership.

About Black Diamond Video, Inc.

Black Diamond Video is a leading manufacturer and integrator of high-resolution digital video processing solutions for mission-critical medical, military and commercial applications. The company manufactures a complete product line of single-link and dual-link DVI matrix switches, processors, scalars, signal conditioners, converters, system controllers, digital recorders, and H.264 streaming and conferencing technology.



For more information about Black Diamond Video and/or its products, visit www.blackdiamondvideo.com. You may also call (510) 439-4500; fax (510) 439-4599; or write to 503 Canal Boulevard, Point Richmond, CA 94804. Contact Laura Jumper, Media Relations at (877) 549-6600 or e-mail lauraj@blackdiamondvideo.com.

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