



PRESS RELEASE

Deluxe appoints Media Veteran Andrew Bell to Managing Director, Deluxe Distribution EMEA

Andrew to lead continued growth of region and expansion of cloud-platform Deluxe One

London, United Kingdom - 10 January 2019: Deluxe Entertainment Services Group ([Deluxe](#)) announced today the appointment of Andrew Bell to Managing Director of its EMEA Distribution Business.

Bell, who for the past 15 months has led the company's distribution operations and technology arm in EMEA, consolidated Deluxe's theatrical, broadcast and OTT operations and established the company's new state-of-the-art facility in West London, Deluxe House, to meet the distribution needs of clients from across the region. An industry veteran, his track record, experience and knowledge within broadcast, theatrical and media supply chain management has, furthermore, helped shape Deluxe's Distribution arm into a consistent and scaled operation.

As Managing Director, Andrew will now extend his leadership across the EMEA Distribution business, adding sales and product to his operational responsibilities. Key to his role will be to fully leverage Deluxe's proven global capability as a technology and platform company in delivering and servicing clients locally, whilst continuing to lead growth and expansion in region.

"The entertainment landscape is changing rapidly and with it, the needs of our clients. Deluxe is perfectly positioned to deliver the high performance and services required to address these" said Justin Beaudin, Chief Operations Officer, Distribution. "Andrew will have full responsibility for the leadership and development of the EMEA business, and play a key role in ensuring the talent and technology that make up our business are addressing the ever pressing needs of the market, whether in localization, distribution or digital cinema."

Prior to Deluxe, Andrew was Executive Vice President for Global Operations for BBC Worldwide and Senior Vice President of Operations at Encompass Digital Media.

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About Deluxe Entertainment Services Group

Deluxe is the world's leading video creation to distribution company offering global, end-to-end services and technology. Through unmatched scale, technology and capabilities, Deluxe enables the worldwide market for professionally created video. The world's leading content creators, broadcasters, OTTs and distributors rely on Deluxe's experience and expertise. With headquarters in Los Angeles and New York and operations in 38 key media markets worldwide, the company relies on the talents of more than 7,500 of the industry's premier artists, experts, engineers and innovators.

About Deluxe Distribution

Deluxe Distribution offers scaled, end-to-end solutions for delivering content in any format to any window, screen or destination. With more experience and expertise than any other company on the globe, we're relied upon by the world's leading content creators, aggregators and distributors for the transformation, localization and distribution of their content.