**FOR IMMEDIATE RELEASE**

**George Hillier is named Alticast Americas’ VP of Business Development**

**Broomfield, CO, USA – January 23, 2019**– Alticast is pleased to announce that George Hillier has joined the Alticast Americas team as VP of Business Development. George will be overseeing the business development group with a key focus on operational and customer growth, and ensuring Alticast and its customers’ continued success and innovation by exploring new opportunities for growth, market expansion and revenue streams.

Hillier is a well-known figure in the Pay TV and video industry and brings over 30 years of sales and business development experience to his new position. He joins Alticast from Deep Fiber Solutions where he was the VP of Sales. Prior to that, he held management-level positions with various companies including Account Acumen, Epslion, Allant Group, LVL Studios, Vubiquity, and Motorola. In all of his prior positions, he was integral in the development and execution of successful multi-million-dollar sales strategies, securing new customers, building long-term relationships with existing customers, and was successful in procuring new avenues for company and customer growth.

“I am excited to welcome George to the Alticast Americas’ team,” Jae Park, President/GM, Alticast Americas said. “His sharp business insight, commitment to customer success, and his existing industry knowledge are assets that will complement and enhance Alticast’s ability to meet the demands of our customers as we continue to provide innovative solutions that can create new business revenue opportunities for them.”

“As the video industry continues to change, Alticast remains steadfast in leading the way in the development of innovative and strategic technologies for their customers,” George said. “I look forward to helping their existing customers keep up with the industry changes, while looking for new avenues that will allow Alticast and their customers to grow their business and remain competitive.”

In addition to his years of experience, George has affiliations with various industry committees and organizations such as CTAM and SCTE. He has received numerous sales achievement awards from his previous employers and customers including Motorola, Showtime, and Disney.

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**About Alticast**  
Alticast develops end-to-end media technology solutions that enable service providers to quickly and reliably deliver innovative TV experiences to their customers. Alticast's cloud-based OTT platform, STB software, CAS/DRM, UI/UX, AI and Big Data-based analytics securely bring compelling, personalized and interactive content to over 50 million devices worldwide via broadcast, broadband and mobile platforms. The publicly traded company is headquartered in Seoul, South Korea with major offices in Amsterdam, Netherlands; Broomfield, Colorado; and Hanoi, Vietnam. For more information, or to read Alticast’s blog, visit www.alticast.com.

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