

24 June 2011

**ASX ANNOUNCEMENT**

**Valleyarm signs strategic partnership with The Electric Sheep Company**

**(ASX Code: TNC)**

***Highlights***

- Strategic exclusive partnership signed with The Electric Sheep Company for their StreamJam live application
- First of its kind interactive 3D application
- Live virtual online venue available through Facebook

The Directors of Transol Corporation Limited ("Transol") are pleased to announce that its 100% owned subsidiary Valleyarm Digital Pty Ltd ("Valleyarm") has entered into an exclusive strategic partnership with The Electric Sheep Company for distribution of its StreamJam application in the Asia Pacific region.

StreamJam is a first of its kind 3D virtual venue, whereby consumers can view live, ticketed concerts and free sponsored shows over the web and smart phones via a Facebook application. Through this partnership, Valleyarm is expecting to increase its sales and distribution within the Valleyarm Digital music network from ticketed virtual shows and corporate sponsorships across profile artists performing in the Asia Pacific region.

Gary Mackenzie, General Manager of Valleyarm said "This is the most exciting deal that Valleyarm has entered into since its inception. I believe with the massive growth of social media in Asia and Valleyarm's access to high profile artists in the region such as Vierra and D'Masiv from Indonesia, who have combined Facebook followers of over five million fans, I expect to see extremely strong revenue growth to add to Valleyarm's current portfolio of products and services".

***The StreamJam Application***

StreamJam is a free application that turns an artist's live broadcast into a social game experience. It is interactive in that fans can access the online StreamJam venue over a PC or mobile phone and appear in the show as a cartoon avatar, can chat with other attendees, dance and interact with the artist while enjoying the live performance.

The social experience leads to longer viewing times and more revenue for artists as they engage their fans online. StreamJam aims to bring live music to a more global, connected and social audience while helping artists grow their careers.

### ***About The Electric Sheep Company***

The Electric Sheep Company ("ESC") is an Emmy award-winning creator of virtual worlds and social games for major brands and media companies. ESC has created games and social experiences for "CSI:NY", "The L Word", MTV, NBC, AOL, Lifetime, and dozens of consumer brands, toys and educational products, and live events. ESC has produced virtual events for artists such as 50 Cent, Justin Timberlake, Ben Folds, Korn, Lady Gaga, OK Go, and many others, and has now launched StreamJam, an app to allow all artists to engage their fans in a virtual venue.

Sibley Verbeck, Founder & Executive Chairman of ESC said "We're excited to work with Valleyarm to bring StreamJam to the Asia Pacific region, where we know there is tremendous demand for seeing and interacting with artists online."

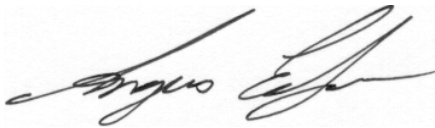
### ***About Valleyarm***

Valleyarm specialises in the digital distribution, publishing and online marketing of music and video content focused primarily on content and services within the Asia Pacific Region, along with representation in eastern and southern Africa, the Pacific and Europe. Valleyarm incorporates a unique solution emphasising an "Asia-In" "Asia-Out" model providing digital music content distribution and sub-publishing services which enable Asian content owners to monetise content external from their homeland, and to provide an Asian gateway for western acts and labels to monetise their content in non-traditional markets.

The Valleyarm catalogue of over 1,800,000 tracks includes single, album and video titles from high profile artists such as Birds of Tokyo, Powderfinger, Pseudo Echo, The Veronicas, Diesel, Jimmy Barnes, Nidji, Peterpan, T-Rex, Delta Goodrem, Small Faces, Underworld and Ian Dury and The Blockheads.

Valleyarm has existing offices in Australia, New York, Singapore and Berlin, and partners throughout Asia, the Pacific, the Middle East, UK and Europe. For further information visit the Company's website at [www.valleyarm.com](http://www.valleyarm.com).

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