ALEXANDRIA, AUSTRALIA, September 21, 2013 /**24-7PressRelease**/ -- Performance enhancing, online advertising technology company Linkstorm and Hong Kong-based Entertainment Music and TV Production Company "DJ Central ASIA Ltd" today announced the formation of a strategic alliance to expand Linkstorm's market presence, sales and customer acquisition base through the DJ Central, TV, Web TV and IPTV footprint.

The new alliance has provided Linkstorm with a flagship site to show the world the power of Linkstorm's technology coupled with the rapidly expanding customer base of DJ Central and its TV shows and record label.

DJ Central is a global dance, club and house music TV show that features the hottest DJ's playing the hottest hits, awesome remixes and mash ups, lifestyle segments with our great compares, news and gossip, new music suggested by DJ's from all over the world, and segments on clubs and night club culture from all over the planet.

DJ Central Records is a SONY RED label partner, featuring some of the brightest new DJ stars and catalogues of some of the world's best dance, house and club music. DJ Central has a branded entertainment production division that creates branded "MTV"style music shows for its clients. DJ Central TV is rapidly expanding and is now available on some of the world's leading streaming and free to air networks including Foxtel (Australia), Sony TV, Samsung TV, XBOX Live, SONY PLAYSTATION, and MUZU TV to name a few.

As Damien Reilly, the CTO of DJ Central ASIA says:

"This is a great opportunity for both our companies. DJ Central is growing at a fast pace and now reaching a potential viewer audience each week of over 50M people. Our sponsors demand interactive technology to engage as opposed to interrupt their target audience.

Traditional banner advertising response rates are dropping globally. The Linkstorm technology has already allowed us to win new business based on the new fresh and dynamic approach that the Linkstorm banners provide.

We formed the partnership with Linkstorm due to the total symbiotic relationship we have. Every client we have is a potential customer of Linkstorm and every client of Linkstorm is a potential

customer of DJ Central's branded entertainment and content production division.

The fit is natural and we have already seen a number of sponsors and key partners rapidly engage with the Linkstorm team with one leading payment gateway and social media platform in ASIA now at the integration stage for the technology for trials to commence immediately.

The relationship has seen not only a strong partnership formed but DJ Central ASIA has become a stockholder of Linkstorm in the process. We believed so much in the technology that this was a natural progression for us to take. The process has been incredibly smooth one for both companies. We look forward to massive global success with the Linkstorm technology."

DJ Central and the DJ Central promotions and marketing team have already begun marketing and promoting the Linkstorm technology to our global partner and customer base. The new DJ Central website featuring the Linkstorm Banner Ad System will go live on the 1st August and will feature promotions for some of the world's leading brands and artists. In time we believe that the new technology will be deployed as the standard, the Linkstorm standard. This patented technology is a game changer for all advertisers on the planet.

As David Sidman, founder and CEO of Linkstorm says:

"DJ Central's family of related companies represents the future model for a cutting-edge, highly-integrated, synergistic, digital media company. It is global in scope, and very sophisticated as regards how to leverage the wide but fragmented range of digital media modalities to effectively cross-promote its products, artists and services.

Damien and his extended team, which includes Cable and Pay-per-View pioneers like Nyhl Henson who previously disrupted established Broadcast TV models by launching Nickleodeon, MTV and CMT, understand very deeply how Linkstorm can provide the glue that ties this all together. In time, this partnership will tap the full range of Linkstorm's capabilities, from display advertising to mobile to social media to video advertising to content-linking and SEO."

ABOUT LINKSTORM:

Linkstorm is an advertising technology company that is pioneering a new approach to online marketing, e-commerce, publishing and social networking. The company believes, and has proven through numerous case studies, that ads will perform much better for the advertiser if the ads can be made more useful to the customer.

Linkstorm accomplishes this by overlaying a cascading navigation menu onto any ad format that quickly connects customers to the information the customer wants. As a result, click-through and conversion rates increase by 2x-17x, as documented by rigorous A/B tests for clients including Cisco, IBM, American Express and many others. Clients include national and global advertisers, agencies, publishers and ad networks such as Dell, Liberty Mutual, Wal-Mart, Nissan, Microsoft, Ogilvy, J. Walter Thompson, Mediacom, Razorfish, Grey, Universal McCann, AOL, The New York Times, Collective Media and PulsePoint. Linkstorm is headquartered in New York City and is funded by visionary investors such as Esther Dyson, Jim Rutt and Rick Braddock.

For more information, please visit www.linkstorm.net

ABOUT DJ CENTRAL:

DJ CENTRAL TV is a new and exciting global dance and house music TV show that features lifestyle segments on all things youth, club, dance, and house music culture, bringing the global clubbing nightlife to your TV screens on FOXTEL's heralded Aurora Channel 183.

Hosted by the dynamic team along with a cast of industry names and artists from all over the world, each week they'll bring you the latest in dance and house music as well as featuring fashion interviews with celebrities from film to music and sport and bringing our own unique Australian feel to the world of dance and house music.

The shows format is built around a local club that we have selected that we feel represents the best of all the things that the show stands for. We will have segments on the venue itself, the latest music video clips, club competitions and promos, and even a latest news segment keeping you up to date with all the latest gossip in the DJ Club scene.For more information, visit the official DJ Central website: www.djcentral.tv