



SILVERWOOD PARTNERS ADVISES DA VINCI SYSTEMS LLC IN SALE OF BUSINESS TO BLACKMAGIC DESIGN INC.

SHERBORN, MA – September 4, 2009 – Blackmagic Design Inc. has acquired the business of da Vinci Systems LLC, a leading provider of color enhancement and image restoration products used in post-production facilities worldwide. Silverwood Partners served as the exclusive financial advisor to da Vinci.

Since 1984 da Vinci has been, and continues to be, the standard in post production. There are thousands of colorists worldwide who understand the performance, quality and workflow of da Vinci color correction systems. da Vinci is the name behind more feature films, television commercials, documentaries, episodic television production and music videos than any other grading system. “I remember back in 1988 to the first day I started in post production and was shown the telecine suite with da Vinci. I could not believe the quality of the images on the monitor, and that was the moment I fell in love with high quality imaging and color correction,” said Grant Petty, CEO, Blackmagic Design.

Ethan Jacks, Managing Director at Silverwood Partners, commented, “da Vinci is an iconic brand, known internationally throughout the post-production industry. Furthermore, its technology has defined for decades, and will continue to define, the art and science of color grading – a process of paramount importance to the creation of compelling visual content. The business will now benefit from its combination with an emerging, world class leader in the broadcast and post-production industries.”

About da Vinci Systems

da Vinci Systems is the leading provider of color enhancement and image restoration products used in post-production facilities worldwide. Incorporating the company's Emmy® Award-winning technology, da Vinci's products support SDTV, HDTV, data, and digital film. Since the introduction of the company's first color corrector in 1984, da Vinci has been a front-runner in the field of image enhancement, shaping color enhancement into the vital role it holds in post-production today. The company is headquartered in Coral Springs, Fla., with offices in Los Angeles, New York, London, France, Germany, and Singapore.

About Blackmagic Design Inc.

Blackmagic Design Inc. manufactures the world's highest quality video editing products, converters and routers for the post-production and television broadcast industries. The Multibridge, DeckLink and Intensity family of products have revolutionized the post production industry and made HDTV and film editing more affordable. Founded by the world's leading editors and engineers from the post production industry, this knowledge is constantly fed back into our products. Blackmagic Design has operations in the USA, United Kingdom, Japan, Singapore, and Australia. For more information, please check www.blackmagic-design.com.

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About Silverwood Partners

Silverwood Partners is a specialized investment bank that provides mergers & acquisitions and private placement advisory services to information technology, communications technology, consumer products, business services and healthcare companies. For additional information, please visit www.silverwoodpartners.com.

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