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**AXEL TECHNOLOGY CHOOSES BLUEFISH444 FOR
ITS DIGITAL MEDIA LOGGING AND TV AUTOMATION PRODUCTS**

S. Melbourne Australia, April 18, 2009.... Bluefish444 today announced that broadcast solutions manufacturer Axel Technology has chosen the Bluefish444 SD | Fidelity, SD | Focus and SD | Prime video i/o cards for their DML digital media logging product, and their XTV and DigiTV TV automation systems.

Axel Technology's DML is a 24/7 digital audio/video logger featuring non-stop recording up to 90 days for broadcasting law certification and monitoring. This versatile, easy-to-use software application allows recording in virtually any AV format at the desired quality. The XTV suite is the first complete set of professional software tools for TV broadcasting, designed to manage video capture, trimming, scheduling and playout of multi-format video contents. Rounding out the set of Axel products that now support the Bluefish 444 SD range is Digi-TV, a complete solution for digital automation of TV broadcasting, allowing professionals to manage the entire workflow of the station, from playout, ingest, graphics, asset management, traffic and billing to logging and IP streaming.

Bluefish444 SD | Fidelity, SD | Focus and SD | Prime are multipurpose uncompressed SD SDI / analog video cards that offer a unique number of SD SDI and analog video and audio I/O connections and options. Bundled with Bluefish444's Symmetry software application, these cards enable acquisition, review and playout of uncompressed video.

Axel Technology's Marco Branzanti, Video Project Manager, said, "As both a developer and integrator of solutions for radio and TV broadcast environments, we find the Bluefish444 cards an ideal fit for our DML, XTV and Digi-TV products. They are easy to use, high quality, and offer the right set of features. We are pleased to partner with Bluefish44 to serve our customers with the best possible solutions."

Garry Davis, Director Bluefish444 Europe, said, "SD | Fidelity, SD | Focus and SD | Prime were developed with the maximum number of I/O connections to enable users to simply change the connection depending on the video and audio devices they want to use. Axel is also using our directshow interface into the OS, which means an accelerated adoption – ideal for broadcast environments."

About Axel Technology:

Axel Technology is a premier provider and integrator of professional radio and television broadcast solutions. Founded in 1996, the company designs and manufactures hardware and software products and solutions specifically conceived for radio & TV broadcasting, including audio & video logging, digital signage solutions, and a wide range of tools for business administration and account management. The company's products and solutions, distributed and supported through a worldwide sales network, are now implemented in 90+ nations. Axel Technology is based in Bologna, Italy. www.axeltechnology.com

About Bluefish444:

Bluefish444 is a division and brand name of Bluefish Technologies Pty Ltd. based in S. Melbourne, Australia. It is a leading supplier of uncompressed video cards for the Windows and Linux operating systems. Its video graphics cards are used by a number of OEMs specializing in broadcast solutions. By continuing to work with workstation vendors and resellers, Bluefish444 has made it easier for end-users to purchase off the shelf Windows based editing, animation and compositing solutions making sure that the hardware is optimized for analog, SD SDI and HD SDI solutions. For more information on Bluefish444, please visit the Bluefish444 website at www.bluefish444.com

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