

PRESS RELEASE

Michael Radtke ends collaboration with Motorvision

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After a successful two-year stint as TV manager at Motorvision Film- und Fernsehproduktion GmbH in Munich, Michael Radtke, 44, ended his collaboration with the company amicably as of May 31st, 2008.

In April 2006, Radtke and his company TV Alliance GmbH were hired as consultants to implement comprehensive restructuring and realignment of Motorvision with an increased focus on serving international markets and developing new business areas.

Motorvision specializes in the production of automotive, motor sport and motor tourism television formats. Before Radtke's tenure, the company was oriented solely towards local and national markets.

Michael Radtke has been working as a producer and sales professional for more than 20 years in the national and international TV business. From 2006 to 2007 he headed Motorvision on an interim basis, created new financial and organizational structures and appointed the company's new managing director. Over the past 12 months, Radtke concentrated primarily on the development of international activities.



With successful new formats like „The Checker“ or „DMotor“ for the new Discovery Channel spin-off DMAX and the TV format „Motorvision – The Motor Magazine“, Radtke developed the company into an international provider of quality television in the auto-motor TV segment.

By opening new business areas such as retail brand marketing and commercial and corporate film production and by strengthening Motorvision's online activities and accessing international TV markets, Radtke managed to double the company's turnover in just two years. His efforts transformed Motorvision from a classic product-oriented production outfit into a globally operating media company

“The company is now ideally positioned for the future and prepared for the demands of a globalized market. By acquiring new customers, developing new formats and gaining a foothold in the international market, I've accomplished my mission at Motorvision”, says Radtke, who will further be affiliated with the media company.

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