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dotSUB APPOINTS DAVID ORBAN AS CHIEF EXECUTIVE OFFICER

To Lead Innovative Expansion of the dotSUB Platform

March 16, 2011 – NEW YORK, NY – Michael L. Smolens, Founder and Chairman of dotSUB, announces the appointment of **David Orban** as Chief Executive Officer of dotSUB, the leading technology provider powering video viewing in multiple languages.

“David Orban brings a wealth of experience as CEO of international technology start-ups, software distributors and online communities, so he is the perfect person to manage dotSUB’s hyper-growth over the coming years,” says Smolens.

“David is in sync with my vision of removing language as a barrier to cross-cultural communications, as well as building dotSUB into a truly global business,” states Smolens. “I also plan to stay actively involved with our activities as Chairman.”

dotSUB powers online videos with translations in all languages across the Internet and mobile screens around the world. The company generates local connections to global businesses, educational institutions and public agencies such as Adobe, GE, TED, The Port Authority of NY / NJ, and the U.S. Army.

“I’m excited to lead a team building language bridges across cultures,” states Orban.

“Video usage is exploding,” Orban continues, “and dotSUB provides high quality, audience engagement and international reach. Seeing dotSUB’s crowd-sourcing platform empowering organizations like the TED conferences publishing more than 16,000 TED Talks with captions and subtitles in 88 languages—all with 6,000 volunteer translators—that’s inspiring.”

Video interview: [Michael Smolens and new CEO David Orban discuss dotSUB's future](#)

ABOUT dotSUB – dotSUB, www.dotsub.com, based in New York City, is the leading technology and services provider powering video viewing via captions and translations as subtitles in any language to increase access, engagement and global reach. dotSUB’s Enterprise Solutions are easy, fast and cost-effective. Clients include Adobe, Bank of America, Electronic Arts, GE, NHL Players Association, The Port Authority of NY/NJ, US Army, TED and WETA (PBS). [See Release photos, logos & materials online.](#)

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