

11 September 2009

**NEW PLAYER ENTERS THE PROFESSIONAL RENTAL MARKET
GEERT PAUL SLEE LAUNCHES BROADCAST RENTAL**

Bussum, September 1st 2009: A brand new company launches in the TV broadcast equipment rental market – Broadcast Rental. The company is the brainchild of Geert Paul Slee (GP Slee), who boasts 22 years experience of the national and international broadcast industry. Commenting on the launch GP says “I believe Broadcast Rental is uniquely poised to service the broadcast rental sector, not only because of our understanding of the constantly changing demands of the industry but more importantly, because we have the proven knowledge and expertise to anticipate the exclusive needs of our clients. Our state-of-the-art equipment ensures we are able us to offer an entirely bespoke service for each production.”

The company launches with an impressive web site which is both intuitive and easy to navigate, allowing the customer to browse and search the site for their particular equipment requirements. GP continues “Key to our future success is the company’s impressive and extensive portfolio of equipment all of which can be accessed via the website. Alternatively, we can offer clients professional counsel to help them identify the most appropriate equipment for any specific production. Whilst catering predominantly for the European market, the company is also poised to deliver a service for international clients.”

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