



**News Release**  
**June 24, 2008**

### **The Future of Newspaper Ad Receipt**

Cranbury, NJ June 24, 2008 -- AdSEND announced that the company is improving the way it transfers advertisements from advertisers to newspapers. For years, ads have been sent to newspapers using Associated Press (AP) satellites and servers, but in 2009 they will be transmitted over the Internet. This move will necessitate changes at the many newspapers receiving ads via AdSEND.

AdSEND was acquired from the AP in 2006, and since then many improvements have been made to the product's infrastructure. The move off of the antiquated satellites and servers is the next logical step in the process, and it must be completed in 2009.

Company president Al Edwards said, "We're aware that at many newspapers, the AP satellites and servers are the crucial starting points of their advertising production workflows. That's why we're working to make the transition as smooth as possible, while offering a new product with the functionality they need."

The new product will soon be available for purchase and includes many features critical to newspapers' workflows. These changes will be discussed at a series of events AdSEND is hosting beginning in just three months, entitled the Newspaper & Advertiser Summits. These seminars will take place in three cities across the country, so individuals can attend the one that's most convenient and cost-effective for them. The dates and locations are:

- New York City: Sept. 15 - 16
- Chicago: Oct. 6 - 7
- L.A.: Nov. 12 -- 13

Besides the Internet migration, there will be lively discussions between newspapers and advertisers regarding best practices and how each can make the other's job easier. Additionally, there will be a session that explores the growing field of self-service advertising, and how newspapers can reach smaller advertisers and bring in a new revenue stream.

AdSEND is committed to attracting the most attendees possible in order to present high-quality events with plenty of compelling dialogue. Therefore, the company is waiving all registration fees.

Newspapers and advertisers can register by visiting <http://www.adsend.com/summit.php>, emailing [usmarketing@adsend.com](mailto:usmarketing@adsend.com) or calling 1-800-2-ADSEND (1-800-223-7363).

## About AdSEND:

AdSEND specializes in the development of solutions that link workflow partners in innovative ways that allow them to not only exchange files, but also vital information about those files. Tens of thousands of users around the world depend on AdSEND---advertisers and their suppliers for automating ad creation, proofing and fulfillment, and publishers for their ad checking and managed reception. The company offers a broad spectrum of tools serving the diverse needs of the publishing industry including: automated movement and tracking of digital data; customer-facing service portals; automated page composition; digital asset management; automated, remote pre- and postflighting solutions; color managed monitor soft proofing; and integration of business and production systems with industry-standard metadata. AdSEND is a trading brand of Vio Worldwide, Ltd., which has offices in the U.S., U.K., Israel and France. The company offers securely managed, tracked and automated online file delivery for over 10,000 users globally. Vio Worldwide leads the way in technology standards, participating in XML standards-setting bodies for JDF and AdsML, and the AAAA ebiz for media initiative.

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