



NEWS

For Immediate Release

Arnold Worldwide selects Quickcut for digital advertising production

- Boston-based agency with strong global ties benefits from Quickcut's specifications-driven workflow for digital advertising production.
- Becomes the first agency to use Quickcut's new interface to AP AdSEND.

Boston, MA; January 17, 2006 – Quickcut, the world's leading provider of digital advertising workflow solutions, today announced that [Arnold Worldwide](#) – the headquarters of Arnold Worldwide Partners, a global agency network owned by Havas consisting of 17 offices in eight countries – has selected and begun implementing Quickcut's software solutions as the foundation of a highly efficient digital workflow for print advertising.

One of the lead agencies in the Havas system, Arnold Worldwide services from its Boston headquarters and eight other U.S. offices a client roster that includes well-recognized brands like Royal Caribbean, Ocean Spray, RadioShack, Vonage and Jack Daniel's. As one of the most highly awarded advertising agencies in the world, Arnold Worldwide has received the Grand Prix at the International Festival in Cannes and top honors at the International ANDY Awards, and has also been a consistent annual winner of Clios, EFFIEs, Obies and One Show awards.

The selection of Quickcut follows a thorough evaluation of workflow alternatives and successful testing of the Quickcut software suite and global publication database to develop, verify and deliver print-ready advertising. In implementing this new, end-to-end digital workflow, Arnold Worldwide also becomes the first agency to deliver Quickcut-validated digital ad files directly to hundreds of publications through AP AdSEND, the electronic delivery service of The Associated Press (AP). Quickcut inaugurated this direct linkage with AP AdSEND late last year.

Explaining the choice of Quickcut, Arnold Worldwide SVP Manager of Print Production Joe Gliottone said, "Quickcut is unique in offering a complete solution for digital advertising production ranging from their global specifications database that automatically sets up the templates for us to work in, to offering the simplest and most accurate preflight file validation we've encountered. And, because we initially needed to deliver files to hundreds of newspapers around the country, the new Quickcut interface with AP AdSEND turns out to be a big plus."

"Once you have a complete package like Quickcut's that guides you through the production process, tells you why you can't send the file in its current form and prompts you on what to fix to satisfy publisher specifications – and that's backed by a responsive customer service organization – you build confidence very quickly in handling even complex aspects of digital production," Mr. Gliottone concluded.

Commenting on the selection, Dean Benjamin, Executive Vice President of Quickcut North America said, "Arnold Worldwide has built its reputation on creating strong brand recognition for an impressive array of companies and in the process they have built a reputation of excellence for themselves. The enthusiastic adoption of Quickcut by a highly creative agency serving clients that operate in many regional US markets as well as internationally will serve to broaden Quickcut's appeal. We couldn't be more pleased and honored to have Arnold Worldwide as a customer."

About Quickcut

Quickcut is the world's leading provider of digital advertising workflow solutions and a pioneer in the emerging field of Global Media Exchange, with more than 5,000 companies comprising its broad international client base. These software solutions rely on Quickcut unique and proven technology to ensure that a broad range of production-ready job files will be properly prepared, color-managed, validated and delivered according to individual publishing or print specifications, saving time and resources for content creators and receivers. During the last 12 months alone, more than 2 million files representing the full spectrum of print production were developed, validated and distributed to printers and publishers around the world using Quickcut workflow tools.

Headquartered in Sydney, Australia, Quickcut has offices and Licensees around the globe, in Australia, Germany, India, Ireland, Malaysia, New Zealand, Singapore, South Africa, United Kingdom, and the United States. The company also is a member of and strategically aligned with several industry organizations, including: AdsML, CIP4, DDAP, Ghent Workgroup, IDEAlliance, IPA, and PPA. More information about Quickcut is available at www.quickcut.com

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