



NEWS

For Immediate Release

Quickcut agreement with AP AdSEND facilitates advertiser access to nearly 3,600 U.S. publications

LOS ANGELES; September 8, 2005 — Advertisers around the world that use the specifications-driven Quickcut approach to deliver print-perfect digital advertising soon will be able to send their files using the Quickcut system to the nearly 3,600 U.S. publications served by AP AdSEND, the electronic ad delivery service of The Associated Press.

Under the terms of an agreement the two companies signed recently, AP AdSEND is enabling Quickcut's customer ad agencies worldwide to deliver ads seamlessly to the publications that it serves. Quickcut, the leading international provider of digital production workflow solutions for print advertising, is developing and implementing a unique interface that will transfer ad files from any of its 5,000 clients worldwide to the AP AdSEND system.

Quickcut also is populating its extensive global publication database with the specifications for these publications, and will verify the specifications prior to delivery of live ads. Files will be built according to the exact specifications of each publication, from physical dimensions to ink densities.

More than 5,000 clients and licensees worldwide distribute more than 1.5 million print advertising files annually through the Quickcut network. Quickcut customers include many of the world's leading advertisers and publishers, including ACP, BBDO Worldwide, Daily Telegraph, DDB Worldwide, Dell, EMI, Fairfax Magazines, Foote, Cone & Belding, Interpublic Group, Leo Burnett, Lowe & Partners Worldwide, McCann Erickson, Weiden & Kennedy, Momentum Worldwide, News Limited, Ogilvy & Mather, Omnicom Group, Proctor & Gamble, Publicis, Ryanair, Saatchi & Saatchi, Sony Entertainment and TBWA Worldwide.

"This association with AP AdSEND allows advertisers around the world who use the Quickcut system to create, validate and deliver print-perfect files seamlessly to the majority of newspapers here in the United States, in a way that's totally transparent to the destination publications. We couldn't be more pleased than to be working with AP AdSEND to extend our reach in North America," remarked Dean Benjamin, Executive Vice President, Quickcut North America.

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About The Associated Press

The Associated Press is the world's oldest and largest newsgathering organization, providing content to more than 15,000 news outlets with a daily reach of 1 billion people around the world. Its multimedia services are distributed by satellite and the Internet to more than 120 nations. For more information, visit www.ap.org.

About Quickcut

Quickcut is a leading international provider of digital production workflow solutions to the advertising, publishing and print industries, and the only company that uses each publication's exact production specifications, including color profiles, to guide and manage advertising materials from the point of creation to the point of print delivery to ensure quality results. The company counts over 5,000 clients and Licensees worldwide distributing more than 1.5 million print advertising files annually through the Quickcut PageStore network. Additional Quickcut products rely on proven technology to ensure a range of prepress job files will be properly prepared, color-managed, delivered and validated according to publishing and print specifications -- saving time and resources for advertisers and publishers. Headquartered in Sydney, Australia, Quickcut Ltd. has offices and Licensees around the globe, in Australia, Germany, India, Ireland, Malaysia, New Zealand, Singapore, South Africa, United Kingdom, and the United States. More information about Quickcut is available at www.quickcut.com.

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