

Media Announcement - For immediate release

Adstream and Quickcut merger introduces a new infrastructure for the advertising community

Sydney, Australia, March 8 2006 – Adstream Australia (the company formed in February 2006 from the merger of Australia’s innovator in broadcast asset management and delivery, Adstream, and Australia’s leading developer of print advertising services, Quickcut), today outlined the future of the advertising and media markets by describing its new infrastructure of advertising.

Locally owned and operated, Adstream Australia has come to market at a time of increasing media diversity and convergence, driving the need for cross-media platforms that can manage the creation, distribution and storage of all advertising elements.

“Today’s brand owners and advertising agencies are under enormous pressure to demonstrate an ROI on mainstream marketing and execute across all areas of television, print, radio and interactive media,” said Peter Miller, general manager, sales and marketing for Adstream Australia.

“By integrating the broadcast and online capabilities of Adstream with the print capabilities of Quickcut, we are able to provide customers with a unique platform to automate the management of a cross-media platform. It is a great example of Australian innovation at its best.”

Media diversification and convergence has placed added pressure on advertising workflows and the margins of advertising agencies. Adstream’s advertising infrastructure alleviates this pressure by streamlining processes and providing an accountable workflow across the major advertising media. Agencies and their clients will see measurable productivity gains and achieve maximum value from their creative assets.

For further information about Adstream or Quickcut please visit www.adstream.com.au or www.quickcut.com.

If you would like to know more about our vision for the future of advertising and would like to arrange an interview, please contact:

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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's unique and proven technology to ensure that a broad range of production-ready job files will be properly prepared, colour-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 PDF Workgroup, IDEAlliance, IPA, and PPA. More information about Quickcut is available at www.quickcut.com.

About Adstream:

Adstream was founded in Australia in 2001 to provide digital asset management and distribution services to the global advertising community. Initially Adstream focused on Television and Radio commercial distribution and digital asset management. Today the company develops and provides easy-to-use web-based tools designed to improve the workflow of entire advertising campaigns from concept to distribution and asset management. In 2003 Adstream UK was appointed by the BACC, the UK's television regulator, to develop and commission an online approval system and has also achieved remarkable success in the television and radio asset management market.

The Adstream service involves the digitisation, storage, and large-scale distribution of millions of digital video and audio files throughout the advertising supply chain. Adstream users are able to access their valuable media content online and rely upon robust storage and a dedicated fibre network for delivery.

Adstream's online tools simplify complex workflow processes, adding value to agency clients, production and post-production houses, regulators and media outlets. The majority of leading Australian advertising agencies have now embraced Adstream's digital workflow, asset management and distribution services. More information is available at www.adstream.com.au