

PRESS RELEASE



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DRAFT RELEASE

WideOrbit Announces New Release of Industry-Leading *WO Traffic* Software

WideOrbit Now Live at 1000+ Stations and Networks

LAS VEGAS, April 14, 2008 — WideOrbit announced today the release of *WO Traffic* version 4.6, the most comprehensive upgrade by WideOrbit over the past three years. In addition, WideOrbit's client base reaches a milestone topping the 1,000 mark.

WideOrbit drives the business of Advertising by providing Sales, Traffic and Billing software solutions for the global media industry. WideOrbit's core software product, *WO Traffic*, manages more than \$11 billion dollars in advertising revenue and is currently implemented by more than 1000 television stations, radio stations, and cable networks, as well as managing advertising for movie theaters, mobile devices, and digital display networks.

The most significant enhancements in version 4.6 include support of industry standards such as SMPTE's BXF and TVB's ePort, dramatic improvements for multi-channel operations, new groundbreaking functionality for users in the cable and cable interconnect industry, enhanced capabilities needed for international businesses, and overall greater user flexibility and efficiency.

- **TVB ePort** - *WO Traffic* 4.6 supports TVB ePort standards for importing electronic contracts. TVB ePort is designed to facilitate the electronic data exchange and seamless operations between agencies and stations. According to TVB, "ePort is an electronic bridge over which any trading partner (buyer, station, rep) can send any transaction (e.g., orders, makegoods) and from which any trading partner can receive any transaction, whether national or local."
- **MediaOcean integration**-*WO Traffic* now integrates fully with DDS' MediaOcean. This integration includes real time, two-way electronic transactions for every business process. The MediaOcean-WideOrbit integration achieves complete, end-to-end synchronization between media buying, media sales and station traffic systems.
- **Live Logs and BXF** - In *WO Traffic* 4.6 customers can run live logs between *WO Traffic* and MC automation systems. Live logs enable stations to make last-minute changes and automatically communicate these changes between traffic and master control. WideOrbit is

demonstrating live log support with Floral at NAB, using BXF (Business eXchange Format) standards.

- **Combo Channel Functionality-** Allows for the selection of one, some, or all channels for multi-channel operations. Added functionality provides greater flexibility to target specified channel combination advertising.
- **Deal Management Tools-** This mission-critical feature for international broadcasters enables stations to provide discounts to key advertisers buying in large volume deals. Users can set up bulk deals with specified buying levels and then track fulfillment of the deal over time.
- **Cable Interconnect functionality-** Developed in partnership with the nation's leading cable interconnect, this new suite of functionality also supports traffic for single-zone cable service providers.
- **Improved Cash in Advance Workflow-** *WO Traffic 4.6* offers greater flexibility in the management of cash in advance accounts, allowing them to be included in revenue and inventory forecasts, but automatically pulled prior to air if payment is not received.

“We are excited about this new release of *WO Traffic*, which demonstrates support for industry standards and adds critical functionality for our clients to do their jobs more effectively,” states Bill Offeman, Vice President of Engineering for WideOrbit.

In addition, WideOrbit recently topped more than 1,000 clients. The company has experienced more than 50% organic growth in each of the past two years. “Our growth is a testament to our product and customer satisfaction,” says Eric R. Mathewson, Founder and CEO of WideOrbit. “It’s not a coincidence we have been rated the #1 traffic system three years in a row by the TDGA (Traffic Directors Guild of America) independent surveys and that we continue to capture the vast majority of the competitive new business opportunities from premier media companies across the globe

About WideOrbit

WideOrbit provides advertising infrastructure that empowers media companies anywhere in the world to improve yield management and maximize advertising revenue. WideOrbit delivers flexible software solutions that address the needs of a wide range of advertising mediums today and in the future. WideOrbit simplifies and automates the sales, traffic and billing of advertising with proven software solutions and delivers to customers unprecedented control and visibility into their advertising inventory across a variety of ad mediums. WideOrbit manages the advertising sales process for television stations, radio stations, cable networks, cable interconnects, mobile video, movie theaters and digital display networks. WideOrbit’s client list includes: NBC, Telemundo, Hearst-Argyle Television, Gannett, Meredith Corporation, Madison Square Garden, Transit TV, Scripps Television Group, and Qualcomm/MediaFlo. WideOrbit was founded in 1999 and has offices in San Francisco, Seattle, Denver and London, England.