Wave2 and Atex Announce Agreeement

June 2007 – UK software specialist Wave2 Media Solutions has announced that it has signed a worldwide OEM agreement with newspaper system specialist Atex. The agreement allows Atex to integrate Wave2's self-service ad technology into its AdBaseE classified and display advertising online portal solution for media companies.

"Wave2 Media Solutions is very excited about working with Atex," said Chris Hodges, founder and Managing Director of Wave2. "The integration of the Wave2 Publishing Platform into the Atex AdBaseE portal will provide unequalled capabilities for the hundreds of Atex publishing customers and their advertisers. AdBaseE, incorporating the Wave2 technology, will enable self-service advertising customers to select styles from simple to highly sophisticated designs, produce finished ads ready for print and online publication, generate proof copies and make secure online ad purchases in a single, integrated process. No one else is offering such flexibility."

The Wave2 Publishing Platform (W2PP) provides complete integration with Adobe® InDesign® Server. Anything that can be composed with InDesign can be composed with the W2PP. A rules engine is incorporated into the W2PP to provide a level of ad building automation that is unmatched. The rules can be set up and modified by a typical InDesign or QuarkXPress® layout artist and allow for the flexibility to service any type of advertising customer for classified display ads, ROP ads or online popup or banner ads. It also offers the ability to incorporate existing InDesign templates into the system and each customer can have access to their own specific templates for online ad building. All this functionality is integrated into the AdBaseE portal solution.

"The Atex AdBaseE product is designed to enable innovative customer self-transact capabilities for classified and display ad creation, inventory management, and e-commerce transactions using fast and flexible online tools," says Peter Marsh, Chief Integration Officer at Atex. "With Wave2's technology, we are able to provide an easy-to-use

templated ad composition module that is designed for creating both print and online ads. Because Wave2 is architected using Web Services, the integration to our AdBaseE portal is secure, seamless, and available immediately for operation as either an in-house solution or as a hosted, managed services environment."

About Wave2

Wave2 Media Solutions was formed in early 2004 specifically to develop a range of solutions for the automated generation of documents. Wave2's mission is to provide tools that will enable publishers and content providers to both save costs and to generate new revenue.

To this end, the company has developed a highly scaleable and powerful rules engine, capable of automatically building documents. These may be anything from simple display ads through to complex multi page documents. The Wave2 rules engine, combined with Adobe's InDesign Server, forms the heart of the Wave2 Publishing Platform (W2PP). This base product provides the foundation for a number of packaged solutions. The first installations of Wave2 solutions took place a year after formation in January 2005 and the company now has an impressive list of customers both in the UK and overseas.

The packaged solutions now available include products for Self Service Advertising, Production Automation, Sales Visuals Creation, Automatic Page Assembly and Personalised Publishing.

With offices in Aylesbury, Buckinghamshire, in the UK and Waltham near Boston MA in the USA, Wave2 sells its solutions both directly and through various partners around the world. It also licences the Wave2 Publishing Platform to other software vendors who integrate the technology with their own solutions.

About Atex

Atex is a leading provider of software solutions and services to the global media industry, with a 34-year history of continuous innovation and commitment to quality. Through the recent acquisitions of Mactive and Unisys Media, Atex has created the largest digital advertising and editorial content management and multimedia software delivery capability in the world. The company has nearly $1 billion USD worth of software installed worldwide and supports in excess of 800 customers in more than 40 countries.

In addition to its significant R&D investment, Atex partners with world-leading complementary solutions providers to enhance integration and Web services development. Providing professional, long-term support through a global network of strategically located regional offices, Atex is headquartered in Reading, UK, and may be found on the Web at **www.atex.com**

Further Information

For further information on Wave2 and its products please e-mail **info@wav2.com** or visit the **www.wav2.com** web site.

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