Miles 33 and Wave2 in OEM Agreement

March 2007 –Miles 33, a leading supplier of technology to newspapers and magazines for advertising and editorial systems, has signed an OEM agreement to integrate Wave2's Apollo software product into its own self service advertising module. Wave2 Media Solutions Limited – the company founded by Chris Hodges to explore and develop new ways of building and distributing content – says that the agreement will help to open the door to a range of new customers.

Wave2's Apollo software product provides sophisticated levels of automation to advertisement make-up based on an internal rules engine. It allows users to input their own copy and images, and see an automatic preview of the ad on screen prior to placing an order. The design of the advertisement is governed by rules created by designers at the newspaper house. The system works in association with Adobe In-Design Server, and is seen as being very much at the heart of the move by regional newspapers towards web-based "self service" advertising systems.

Miles 33, provider of the UK's market leading newspaper advertising product, has been developing a self service solution, with separate modules for classified, trade and agency advertising. The Wave2 software will be integrated into the module for trade advertising, allowing end users to work with the interactive capabilities of the Apollo product in their ad creation.

Commenting on the agreement, Mike Moore, managing director of Miles 33, said: "We looked at a number of competing products before deciding to work with Wave2. In our opinion they certainly offer "best of breed" within this sector, and, as an added bonus, are UK based, which always makes integration of software a more straightforward process."

Development of a final software product is well underway, with Phase One of the release due to be shown during late April 2007. Phase Two of the development is expected to

make its debut at Newstec in Brighton, taking place on 11th and 12th June, where Miles 33 and Wave2 will actually be exhibiting side by side.

"Miles 33 is a business with an excellent reputation in the newspaper industry. We are delighted to be able to provide our technology to another of the market leaders," said Chris Hodges, managing director of Wave2.

About Wave2 Products

The foundation of all of Wave2 software products is the Wave2 Publishing Platform. This is a powerful rules engine that enables the automated creation and building of documents. The results can be produced for either electronic, online, or printed delivery. This highly scaleable solution utilises the power of Adobe's InDesign Server to provide a familiar and rich capability for document designers. The company has, to date, developed three products based on the Wave2 Publishing Platform:

Apollo provides for an exceptionally powerful automated creative system which is particularly suited for the automatic production of display advertisements, signage and marketing materials. This software is appropriate for online ad creation, local creation of professional collateral or as an in-house automation tool.

Zeus is a unique personalised publishing solution for the creation of custom inserts, newspapers, journals etc. The system is capable of producing both electronic and print output.

Artemis is a dedicated automated newspaper layout system for the creation of editorial pages and complex listings pages. The system is capable of producing both electronic and print output.

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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Press Information

Word count: 572.

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