

NEWS RELEASE

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Mirror Group Chooses Vio to Power New Online Colour Ad Delivery Service

London- Mirror Group, Trinity Mirror's national newspaper operation in the UK, today announced their selection of Vio Worldwide Limited to provide a new online delivery service for print advertising. The new service will enable advertisers to send high quality colour advertisements directly to the publisher without the need to utilise third party production and delivery services. The underlying technology for the service will be Vio's Certified Soft Proofing (VCSP) system. Utilising the new streamlined delivery service, advertisers will be able to directly upload advertising artwork and related information to Mirror Group titles including the Daily Mirror, the Sunday Mirror, The People, and Mirror Group magazines. The new service is expected to be fully operational before the end of the year.

Mirror Group's national titles will be available on the Vio Gateway, an online advertising portal that provides access to the UK's top national publishers. Advertisers simply drag a PDF advertisement file to an icon on their desktop to access the Vio Gateway and begin the submission process. All files will be size-checked, preflighted and proofed to Mirror Group's exact colour printing profile prior to being uploaded to the Mirror Group advertisement production centre. Vio's automated workflow will route the Certified file to the correct location within Mirror Group's digital production workflow. Senders will receive a confirmation email with a copy of their job ticket and a thumbnail image of the sent file. VCSP is an easy-to-use system that allows advertisers to deliver exceptional quality digital files for colour advertising. Accuracy, accountability, and speed-of-use distinguish VCSP from other delivery services.

Richard Webb, Managing Director, Mirror Group said: "We have achieved our aims of providing outstanding colour print quality for our advertisers, making the submission process as easy as possible and reducing the cost to the advertiser by up to 90%. Vio's solution ensures our customers can send us digital files that match our requirements without the need for manual auditing".

The Vio Gateway and VCSP technology will provide a secure hosted solution as well as 24X7 service for Mirror Group customers.

Mirror Group's workflow will also incorporate Vio's new Ad Size Management software, which allows senders to check booked ads against publishers' actual ad specs for the target publication. It automatically detects if type appears outside of the type safety area and enables automatic resizing of the ad within publishers' pre-set limits. Once the trim, bleed, and type safety have been set, the file is automatically preflighted before it is uploaded. Ad Size Manager helps advertisers meet deadlines and reduce costs by ensuring that ad files match the size that was booked and that they meet publishers' print specifications.

"We congratulate Mirror Group on this important step forward in improving the colour advertising submission process for their customers and for their commitment to quality print production" said Chris Friend, Managing Director, Europe of Vio Worldwide. "Vio is dedicated to automating and simplifying the Digital Supply Chain for advertisers and publishers. The Vio Gateway and VCSP will encourage advertisers to place ads in Mirror Group's titles, while reducing cost, enhancing print quality, and speeding delivery."

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About Mirror Group

The Nationals division publishes three UK National titles (the Daily Mirror, the Sunday Mirror and The People), two Scottish Nationals (the Daily Record and the Sunday Mail), complemented by a portfolio of digital assets.

About Vio Worldwide (www.vio.com)

Vio Worldwide provides solutions to streamline and brand digital supply chains. The tools to achieve this include: customer-facing service portals; automated advertising creation; digital asset management; automated, remote preflighting solutions; colour-managed soft proofing; standards-based integration of business and operations systems, including insertion management and booking reconciliation; securely managed, tracked and automated online delivery; and innovative network design and outsourced 24/7 network management.

Vio Worldwide leads the way in technology standards, participating in XML standards-setting bodies for online and print media.

Vio Worldwide is part of LMS Capital plc (www.lmscapital.com), a UK-based quoted company with over £200 million in assets.

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