



NEWS RELEASE

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ANNOUNCING ADSEND.COM 3.5: ENHANCEMENTS FOR DIGITAL AD DELIVERY

Cranbury, NJ (PRWEB) May 29, 2007 -- AdSEND announced today that it launched a new version of its product, AdSEND.com 3.5. This marks the first new release since Vio Worldwide acquired the assets of AP AdSEND last December.

AdSEND.com's one-stop, Web-based service allows advertisers and agencies to manage their creative content and deliver hundreds of thousands of ads to thousands of publications and printers. Customers will notice a completely new look, incorporating the latest in Web design, and will be able to use new features that improve ad management. Besides the fresh appearance and new features, the site also underwent many enhancements "under the hood."

AdSEND.com is now hosted on state-of-the-art servers housed in a secure, multipally redundant data center for increased resiliency, speed and higher capacity. Other new features include:

- * The replacement of the AP AS2K platform with Digital Workflow Suite, the enhanced platform on which all other Vio-hosted services run.
- * Virus checking is automatically applied to all ad files. If a virus is detected, the sender, publisher and the AdSEND Help Desk are notified via email.
- * Enhanced email notifications inform the sender when a file is delivered and downloaded, and inform the publisher that a file is ready for download.
- * PDF thumbnails and previews are embedded in the HTML job tickets that are attached to all email notifications.
- * AdSEND Manager 1.0 provides newspapers with an alternative way to manage ad reception.

CEO Richard Dool said, "We are strongly committed to our AdSEND customers, which is why we designed AdSEND.com 3.5 specifically with our senders and receivers in mind. The new version combines the very best of AP's product with valuable new enhancements - some of which came directly from our customers."

Though AdSEND.com has changed in a number of ways with version 3.5, the URL, the price, logins, passwords, the support number, the quality of service, and the service team remain the same.

AdSEND also recently announced the opening of its US headquarters in Cranbury, NJ. Dool said, "This is another example of our investment in AdSEND and will allow us to continue our growth in the US. Because of our strong relationship with AP, the transfer of AdSEND to us has been very smooth and seamless."

About AdSEND

AdSEND specializes in the development of solutions that link workflow partners in innovative ways that allow them to not only exchange files, but also vital information about those files. Tens of thousands of users around the world depend on AdSEND –advertisers and their suppliers for automating ad creation, proofing and fulfillment, and publishers for their ad checking and managed reception. The company offers a broad spectrum of tools serving the diverse needs of the publishing industry including: automated movement and tracking of digital data; customer-facing service portals; automated page composition; digital asset management; automated, remote pre- and postflighting solutions; color managed monitor soft proofing; and integration of business and production systems with industry-standard metadata. AdSEND is a division of Vio Worldwide, Ltd., which has offices in the U.S., U.K., Israel and France. The company offers securely managed, tracked and automated online file delivery for over 10,000 users globally. Vio Worldwide leads the way in technology standards, participating in XML standards-setting bodies for JDF and AdsML, and the AAAA ebiz for media initiative.

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