



NEWS RELEASE

14th September 2010

DUBSAT ACQUIRES VIO WORLDWIDE Extending Omnilab Media's global media reach into the USA and Europe

Sydney, 14th September 2010: Dubsat, Omnilab Media's Australian-based cross media asset management and distributed advertising and entertainment content company, today announced the acquisition of London headquartered Vio Worldwide.

The acquisition unites two successful companies to provide integrated global cross media services for corporations, advertising agencies, production companies, broadcasters, and online/print publishers. Dubsat is part of the Aus \$100+ million turnover Omnilab Media group that specialises in managing and delivering rich media content for the advertising and entertainment industries. Dubsat develops and provides Websend, the core technology driving Vio's successful online AdSEND service.

Today top agencies and brand owners in the USA and Europe use AdSEND to manage and deliver display advertising across 6,500 newspapers and magazines, and TrackSend to deliver millions of digital assets every month throughout the advertising, publishing and commercial printing supply chain.

"Vio Worldwide is the advertising service of choice for many of the world's blue chip advertisers and publishers and has an excellent reputation with longstanding market relationships," said Grant Schuettrumpf, CEO of Dubsat. "The acquisition is a natural evolution of our successful two year partnership. It allows us to provide a total global cross media management and delivery solution incorporating an extensive suite of applications and services. The aim is to provide ad agencies with full campaign management, booking, accessibility, repurposing, and managed delivery of content, and give publishers and broadcasters visibility and accessibility across all media type and format."

"Becoming part of Dubsat is an important strategic step allowing us to develop cross-media applications and offer our advertising agency and publisher customers a broader platform of services to keep pace with their evolving media needs. We have created a strong foundation and we are in a good position to now further innovate and extend the business across the traditional and new media markets," said Chris Friend, Managing Director of Vio.

“This is a tremendous boost for AdSEND, our customers and the US media market as a whole,” said Al Edwards, President of Vio USA. “Our customers want the ability to manage and distribute multimedia as well as PDF content and we are now in the best and strongest position to support them into the future. Being part of the Omnilab Media group allows us to expand our family of products and our market reach considerably.”

Omnilab Media has its sights set on growing its international presence across the entertainment and advertising content and media services sectors. The Vio Worldwide acquisition follows a recent partnership with IMD in the UK for radio ads, TV commercials and music video distribution announced last month.

Speaking just after celebrating the opening of the highly anticipated and big budget feature film Tomorrow, When the War Began, funded and produced by Omnilab Media and just released by Paramount Pictures Australia, Managing Director Christopher Mapp said: “Vio Worldwide extends our footprint in the USA and Europe and is an important part of our global expansion strategy. We will also support this strategy by further investment in innovative technologies and services for the entertainment and advertising markets.”

- ENDS -

About Vio Worldwide

Vio are world leaders in creating robust online Digital Supply Chain solutions for real-time digital file transfer management.

Every day our clients choose to send tens-of-thousands of files through our systems knowing they will be securely managed and immediately traceable within time-sensitive, business-critical, inter-company workflows.

Our highly trained in-house Support Managers are UK-based with in-depth knowledge of the products and the sector. Why not call us?

Contact info

Vio UK Headquarters
5-8 Hardwick Street, Islington
London, EC1R 4RG, United Kingdom

T: +44 (0) 20 7427 2150

F: +44 (0) 20 7427 2155

E: enquiries@vio.com

W: vio.com

