Wave2 Media Solutions and The Virginian-Pilot Announce Self-Service Retail AdPortal

- *Wave2 to be an integral part of The Virginian-Pilot's PIlotEZAds ad portal website*
- *Wave2's iPublish: AdPortal will power self-service advertising targeting small business retailers*
- *The Virginian-Pilot Licenses Full Development Rights to enable Integration with DTI*

Waltham, Mass. — December 14, 2007: Wave2 Media Solutions, a rapidly expanding software company of Boston, Massachusetts and The Virginian-Pilot, a newspaper out of Norfolk, Virginia are pleased to announce today that the two companies have signed a licensing and development agreement whereby The Virginian-Pilot's new adportal website www.pilotezads.com will use the Wave2 technology. PilotEZAds is based on Wave2's new iPublish: AdPortal solution and is targeted at thousands of small business retailers in the Hampton Roads, Virginia area. It will enable them to build and buy display ads that will be published in tab and broadsheet products published by The Virginian-Pilot.

"The iPublish: AdPortal solution will provide advertisers the ability to automate the design and purchase of ads for multiple print products using just their browser," says Brian Gorman, founder and Vice President of Sales of Wave2. "Outfitting PilotEZAds with the iPublish: AdPortal, will enable its customers to select from a variety of display ad styles in 3 basic sizes, generate proof copies, and produce finished ads ready for print. Using the Wave2 iPublish: AdPortal's storefront, the advertiser will complete the transaction with a secure online purchase in a single easy to use wizard guided process. An Ad can be purchased for a single print product or any multiple of 6 different print products and the system will dynamically create the correct PDF and pricing for any and all combinations. Wave2's unique ability to provide this level of automation and Wave2's proven scalability were two of the factors in The Virginian-Pilot's choosing to go with the iPublish: AdPortal solution. "

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iPublish: AdPortal was developed on top of the Wave2 Publishing Platform (W2PP) and provides complete integration with Adobe® InDesign® Server. It can be easily "re-skinned" and integrated within an existing portal like www.Pilotezads.com . The ad styles offered all originate as InDesign files and the creative services team at The Virginian-Pilot has total control of those designs without having to go back to Wave2. The iPublish: AdPortal also offers the ability to incorporate existing InDesign templates so that each advertiser can have access to their own specific designs for online ad building. Any ad that can be composed with InDesign can be offered for self-service with iPublish: AdPortal. A rules engine is architected into the W2PP and used by iPublish: AdPortal to provide a level of ad building automation that is unmatched. The rules can be set up and modified by a typical InDesign layout artist without any scripting or programming skills. This allows for the future expansion and flexibility to service any type of advertising a customer will need from classified display ads, to complex full page real estate and auto ads, recruitment, celebrations, online media ads and direct mail.

James Allen, a Business System Analyst with The Virginian-Pilot said, "Wave2 offers the perfect solution for us. It will offer our clients a wide choice of ad designs while at the same time providing the structure and automation we require expanding the system's use in the future. Aside from its proven scalability we chose Wave2 due to its open and flexible API guaranteeing that integration into our DTI advertising system can be completed in a timely fashion. We will be adding more business categories and ad styles in order to expand the service for the small business retailers in our market. Wave2 showed tremendous flexibility which enabled us to get this project launched and they have delivered on everything that was agreed upon and more as the project has evolved. "

About Wave2

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

Now a rapidly expanding software company with offices in Waltham, Massachusetts and Whitchurch, Buckinghamshire, UK, Wave2 has an impressive customer list. Over 100 newspapers already use Wave2 in the self-service sale and production of thousands of ads weekly. Wave2 solutions include the iPublish: Suite; iPublish: AdPortal for self-service advertising; iPublish: Web-to-Print for self service commercial print applications; iPublish: EasyBuild for full page ad makeup and iPublish: Studio, a Flash application designed to be used by sales departments for the management of spec ads and sales automation using those spec ads. Wave2 has also licensed the W2PP API to a growing list of OEMs which includes Atex Media, Miles 33, and MEI.

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About The Virginian-Pilot

Established in 1865, The Virginian-Pilot is the principal daily newspaper of the Hampton Roads, Virginia marketplace and is the largest circulated newspaper in the state of Virginia. The Pilot is one of three major dailies owned by Landmark Communications, Inc. in addition to their holdings in community newspapers, TV stations and the Weather Channel. Landmark employs over 10,000 people and is headquartered in Norfolk, Virginia.

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