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Wave2 and BrainWorks Announce Strategic Partnership

Wave2's AdPortal to be Integrated with BrainWorks

September 19, 2011 - Wave2 Media Solutions and Brainworks announce a new strategic alliance involving both systems integration and a sales partnership. The two companies have been working together at Scripps Media on a companywide rollout, seamlessly integrating AdPortal's self service advertising capabilities into the Brainworks advertising system.

Beginning in 2008 with the industry's first Small Business Retail self-service solution, Wave2's iPublish AdPortal solution has been expanded to include all newspaper ad categories.

Working with Brainworks, Wave2 will be able to offer to all Brainworks' customers the full range of iPublish AdPortal products in a smooth, seamlessly integrated environment. Specific AdPortal categories such as Retail, Celebrations, Obits, Real Estate, Autos and Legal Notices can be implemented to augment Brainworks' classified web order entry. Using Brainworks' advanced Robot middleware, AdPortal supports all of the Brainworks features such as ad entry, ad rating, change orders, and ad kills. Adportal ads are then output within Brainworks pagination. The complete suite of AdPortal functionality has been integrated to work within the Brainworks advertising system.

"We've been very impressed with Wave2's success in the market," stated John Barry, President of Brainworks. "We're equally impressed with their technology and ease of integration with the AdPortal platform. By teaming together we will be able to offer our customers a more robust solution for self-service and add valuable new revenue streams to existing and new Brainworks and Wave2 customers."

"Wave2 is excited about working with Brainworks", said Brian Gorman, Vice President of Sales and co-founder of Wave2, "We see Brainworks as the emerging leader in the advertising system space. Their win at Scripps along with their other recent wins at The Journal Register Company, Philadelphia Enquirer and others have positioned them as the emerging leader in the industry. We're happy to be associated with Brainworks and are excited about providing an industry best advertising solution for our shared customers."



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This new relationship will involve both integration of the respective systems and also sales and marketing cooperation. It will enable Wave2 to go to market with a preferred partner who is willing to devote the resources to completely integrate Wave2's self-service into their ad system's database.

About Wave2

Wave2 Media Solutions was formed in late 2006 specifically to develop a range of self-service solutions for the newspaper industry. With an impressive installed base around the world, Wave2's mission is to provide tools that will enable newspaper publishers to both save costs and to generate new ad revenue.

About Brainworks

Brainworks software has been installed at over 800 North American newspapers over the past 25 years. Products include fully integrated classified and display advertising, circulation, billing, accounts receivable, contract and credit management, classified pagination, ROP ad layout, and a state-of-the-art Sales Force Automation system supporting Web and SmartPhone platforms.

FOR MORE INFORMATION

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For further information on Brainworks:

Brainworks is located in Sayville, NY. For additional information on Brainworks and the products that we offer call John Barry at [631-963-5501](tel:631-963-5501).