



For Immediate Release

Integration of NETIA Radio-Assist™ and WideOrbit *Traffic* Software Streamline End-to-End Workflow at WNEM

CLARET, France — Oct. 16, 2007 — NETIA today announced WNEM 1250 AM, owned by the Meredith Corporation and serving Michigan's Bridgeport, Saginaw, and Bay City areas, has adopted an integrated radio broadcast solution comprising NETIA's Radio-Assist™ range of digital audio software products and WideOrbit's *WO Traffic for Radio* software. The integration of NETIA and WideOrbit technologies streamlines the sharing of traffic information and simplifies the planning and placement of ads within daily playlists at the station.

"WNEM 1250 AM was the first Meredith Corporate station to launch a radio platform. NETIA presented us with an unprecedented opportunity to partner with a company that is on the cutting edge of technology. NETIA allows us the flexibility to streamline our station to run with minimal staff at maximum capacity," says Marjorie Carmien, WNEM TV5/1250 AM traffic manager.

Radio-Assist 7.5 covers the entire operation of a radio broadcaster, allowing production staff to record, edit, or prepare playlists while working within a single application. Radio-Assist features tools for acquisition, sound-file editing, commercial and music production, newsroom systems, scheduling, multicasting, administration, and more. The integration of Radio-Assist and *WO Traffic for Radio* gives users seamless access to traffic logs from within Radio-Assist's planning tools.

"Integration of *WO Traffic for Radio* with NETIA's Radio-Assist at WNEM illustrates the benefits our software can provide throughout station operations when paired with a robust

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suite of digital audio production and playout tools,” said WideOrbit Founder and CEO Eric Mathewson.

WideOrbit’s *WO Traffic*, the core software system upon which *WO Traffic for Radio* is built, is a scalable Windows®-based solution that provides a complete workflow in the management of advertising infrastructure from the acceptance of an advertising order to the receipt of an invoice. *WO Traffic* provides centralized management of traffic and reporting from one location for multistation groups and also tracks market history and conditions to help clients make the most appropriate pricing decisions. NETIA’s Radio-Assist software uses information from *WO Traffic* to place ads in the correct slots for playout. Once these commercials have aired, Radio-Assist sends as-run logs back to the WideOrbit software, allowing it to move forward with the invoicing process.

“The smooth interoperability of Radio-Assist and WideOrbit’s very popular traffic solution ties end-to-end operations together for more efficient and accurate planning, playout, and invoicing, which in turn secure the station’s revenue stream,” said Xavier De Vynck, NETIA vice president of business development. “The successful implementation of this solution at WNEM 1250 AM demonstrates that the sum of our NETIA and WideOrbit solutions offers smart, streamlined functionality within a complete broadcast workflow.”

Radio-Assist features a design that adapts readily to the requirements of individual radio facilities or radio groups. The software suite integrates rapidly into existing environments and, equipped with new features that enrich flexible handling of media within production and playout processes, serves as a one-stop solution for radio broadcast organizations.

More information about NETIA and its products is available at www.netia.com.

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About WNEM

WNEM 1250 AM, a Meredith Corporation-owned news station, serves Michigan’s Bridgeport, Saginaw, and Bay City area. WNEM’s primary programming includes repeats and simulcasts of WNEM TV5 newscasts, as well as syndicated regional sports and additional programming. More information about the broadcaster is available at www.wnem.com.

About WideOrbit

WideOrbit is the largest TV traffic, sales and billing software in North America and is growing rapidly in radio globally. WideOrbit manages the advertising sales process for television stations, radio

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stations, cable networks, cable interconnects, mobile video, movie theatres, and digital display networks. WideOrbit's solutions help maximize revenue and enhance operational efficiencies. The company's core *WO Traffic* software is a scalable, modern, Windows-based solution that provides a complete workflow in the management of advertising infrastructure from the acceptance of an advertising order to the receipt of an invoice. *WO Traffic* provides centralized management of traffic and reporting from one location for multi-station groups and tracks market history and conditions to help clients make the most appropriate pricing decisions. *WO Traffic* also offers revolutionary, patent pending, inventory and yield management tools. WideOrbit's client list includes Hearst-Argyle Television, Gannett, The New York Times, NBC, Telemundo, Meredith Corporation, Madison Square Garden, Transit TV, Scripps Television Group, and Qualcomm/MediaFlo.

WideOrbit was founded in 1999 and has offices in San Francisco, Seattle, Denver and London, England.

About NETIA

NETIA is a leading provider of software solutions for managing and broadcasting television and radio content. The company's four product ranges, Radio-Assist™ (audio), Manreo™ (video), OpenNet™ (audio and video), and Media Logging™ (audio and video), allow content holders to manage all of their processes — from capture to multichannel broadcasting — over terrestrial channels, the Internet, mobile devices, and other channels. NETIA's products are used worldwide in more than 40 countries by more than 200 prestigious customers, including RFI, Radio France, BBC, BSkyB, ABC, TF1, Canal+, RAI, Radio Vaticana, HRT, SRTC, RTM, VOV, MOI South Africa, Mediacorp, RTBF, SBS, RTL, FR3, Minnesota Public Radio, and many others. NETIA has its headquarters in the south of France, with offices in New Jersey, Paris, and Rome.



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