



## NEWS RELEASE

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### ***Real-World Digital Insertion Orders Demonstrated at IDEAlliance SPECTRUM 2005 Conference***

*Time Inc. and Dailey & Associates Make Strides  
in the Realization of Digital Insertion Workflow by Utilizing AdsML Specification*

**Tucson, AZ, September 28, 2005.** The IDEAlliance SPECTRUM 2005 Conference highlighted advancements in the implementation of Digital Insertion Orders by utilizing the AdsML Specification. At the conference, Erik Cullins, Associate Director of Digital Development, Time Inc. announced that Time Inc. would be cooperating closely with Los Angeles based Dailey, a unit of the Interpublic Group (NYSE:IPG), in their use of the Order Valet system from Mediaplex for the digital delivery of AdsML insertion orders to Time Inc. This announcement was accompanied by a live proof of concept demonstration facilitated by the digital supply chain integration of Vio Insertion Manager from Vio Worldwide.

In the live demonstration at the conference, an insertion order, generated from Mediaplex' Print media management system, was passed to Vio Worldwide's Insertion Manager, where an actual Dailey PDF ad file was attached to the insertion order. This package was then digitally delivered to Quad/Systems' AdSync where the insertion order was matched to the booking. The operation was easy to use, and the whole process took less than two minutes from end to end – with no re-keying of any of the insertion information utilizing the AdsML Specification.

According to Cullins, "This demonstration shows that the use of AdsML to deliver digital insertion orders is a reality now. Time Inc. intends to use this technology to respond to our advertisers' requests to make advertising in magazines more timely and easy to use. We plan to pilot this concept with Mediaplex and Dailey, and, once proven, we will take this to our other advertisers. Vio is already our vendor of choice for the Ad Portal into Time Inc, and we are using AdSync in this demonstration to successfully show the proof of concept. We will, however, be developing our own EIO (Electronic Insertion Order) system in the future."

Emily Weiss, EVP, Media Director at Dailey said, "Dailey is committed to innovation in every aspect of our business and we are continuously seeking better solutions for our clients. It is a must to move toward the total digital delivery of advertising. Streamlining the print insertion process is a critical piece to this goal."

“IDEAlliance is proud to have been the host to such an important announcement and demonstration of the use of the underlying XML-based specifications and best practices that our organization has been instrumental in developing.” said David Steinhardt, CEO of IDEAlliance. “None of this would have been possible without the support of Time Inc. as a Strategic Partner in the AdsML Consortium, the cooperation of companies like Mediaplex, Vio Worldwide and Quad/Systems in the implementation of AdsML, and the vision of advertising agencies such as Dailey.”

#### **About Time, Inc.**

Time Inc. is the world’s leading magazine publisher, publishing 140 titles that are read more than 300 million times worldwide on a monthly basis and account for nearly a quarter of the total advertising revenues of U.S. consumer magazines. Time Inc. is a wholly-owned subsidiary of Time Warner Inc., a leading media and entertainment company, whose businesses include interactive services, cable systems, filmed entertainment, television networks and publishing.

#### **About Dailey and Associates**

Dailey is the largest full-service Interpublic advertising agency based on the West Coast and one of the 25 largest agencies in the U.S. Known for successfully growing leading national brands, Dailey clients include Safeway, Princess Cruises, Dole, Cunard, Honda Motorcycles, StarKist, Best Western, 76 gasoline, Circle K stores, and Countrywide, among others.

#### **About Mediaplex**

Mediaplex, a ValueClick Company (NASDAQ:VCLK) provides technology and services that help advertisers, agencies and Web site publishers manage their online advertising and permission-based email campaigns. Additionally, Mediaplex provides the AdVault suite of software and services that help advertising agencies and other companies operate their businesses more efficiently, through effective agency management, media management, and content management solutions.

#### **About Vio Worldwide**

Vio Worldwide provides solutions to streamline and brand digital supply chains. The tools to achieve this include: customer-facing service portals; automated page composition; digital asset management; automated, remote preflighting solutions; remote color-managed soft proofing; standards-based integration of business and production systems, including insertion management and booking reconciliation; securely managed, tracked and automated online delivery; and innovative network design and outsourced 24/7 network management. Vio is a member of the Steering Committee for AdsML. Vio chairs the Asset Transfer Committee of CIP4 and is a member of the organization’s Preflighting and Advertising Committees.

#### **About Quad/Systems**

Quad/Systems is a new business unit of Quad/Graphics, the world’s largest privately-held printer of magazines, catalogs, direct mail and other commercial products. Quad/Systems represents client-facing planning and workflow systems including Impoze, AdSync, RAPS and PlanSystem3 for ongoing development, support and marketing. Learn more at [www.quadsystems.com](http://www.quadsystems.com).

#### **About IDEAlliance**

IDEAlliance (International Digital Enterprise Alliance) is a not-for-profit membership organization that has been a leader in information technology and publishing since 1966. IDEAlliance

advances core information technology to develop standards and best practices to enhance efficiency and speed information all facets of publishing – creation, production, management, and delivery of knowledge-based content – digitally and in print. IDEAlliance members represent a unique convergence of the leading publishers, printers, and solution providers. IDEAlliance provides a user-driven, cross-industry, and open environment in which its members can strategize, innovate, standardize, and implement solutions to real business challenges in publishing. For more information see <http://www.idealliance.org>.

#### **About the AdsML Consortium**

The mission of the AdsML Consortium is to develop an open standard that will unify and extend existing advertising standards and automate advertising business processes — across all types of media, for all stages of the lifecycle of an advertisement, across all segments of the advertising industry, worldwide. The Consortium's efforts are supported by three associations: Ifra, a leading international association for newspaper and media publishing, IDEAlliance, a leader in information-technology solutions for the publishing supply chain, and the Newspaper Association of America (NAA), which represents more than 2,000 newspapers in the U.S. and Canada. Agfa, Associated Newspapers, Ltd. and Time Inc are strategic partners of the Consortium. Learn more at <http://www.adsml.org>.

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