



## **NEWS RELEASE**

*14th May 2007*

### **ADSEND OPENS US HEADQUARTERS**

Cranbury, NJ. May 14, 2007 - AdSEND announced that it has opened a new US headquarters in Cranbury, NJ, bringing the entire US team together after Vio Worldwide acquired the assets of AP AdSEND last December.

Previously, employees of Vio were located in Roseland, NJ, and those of AP AdSEND in New York City and Cranbury, NJ. AdSEND's new address is:

101 Interchange Plaza, Suite 102  
Cranbury, NJ 08512

AdSEND's one-stop, Web-based service allows advertisers and agencies to manage their creative content and deliver hundreds of thousands of ads to thousands of publications and printers.

"We're very pleased to open our new US headquarters," said CEO Richard Dool. "This is another example of our investment in AdSEND and will allow us to continue our growth in the US. Our new headquarters will also be the site of our US Customer Service operations. Because of our strong relationship with AP, the transfer of AdSEND to us have been very smooth and seamless."

This July, the company will introduce AdSEND.com 4.0 with new features such as the AdSPECS database, Preflight Profiles, AdSIZE, AdSEND Preflight and AdSEND MANAGER 2.0.

"The hosting of AdSEND.com on Vio's intelligent digital workflow platform results in more resiliency, speed and higher capacity, which tremendously benefits our senders and receivers alike," said Dool. For additional information about AdSEND, call (800) 223-7363 or visit [www.adsend.com](http://www.adsend.com).

### **About AdSEND**

AdSEND specializes in the development of solutions that link workflow partners in innovative ways that allow them to not only exchange files, but also vital information about those files. Tens of thousands of users around the world depend on AdSEND –advertisers and their suppliers for automating ad creation, proofing and fulfillment, and publishers for their ad checking and managed reception. The company offers a broad spectrum of tools serving the diverse needs of the publishing industry including: automated movement and tracking of digital data; customer-facing service portals; automated page composition; digital asset management; automated, remote pre- and postflighting solutions; color managed monitor soft proofing; and integration of business and production systems with industry-standard metadata. AdSEND is a division of Vio Worldwide, Ltd., which has offices in the U.S., U.K., Israel and France. The company offers securely managed, tracked and automated online file delivery for over 10,000 users globally. Vio Worldwide leads the way in technology standards, participating in XML standards-setting bodies for JDF and AdsML, and the AAAA ebiz for media initiative.

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