



NEWS RELEASE

12th September 2005

Associated Newspapers (ANL) magazines go live with Vio Certified Soft Proofing (VCSP)

ANL, publisher of the Daily Mail and other major titles, has now gone live with Vio Certified Soft Proofing (VCSP) for the receipt of full colour advertising for all its magazines. These include Night & Day, ES Magazine, You Magazine and Weekend. This follows the successful launch of VCSP for all the ANL newspaper titles in May. Vio is already in the process of installing its 75th major ad sending customer in just 4 months, making VCSP the standard for preflighting, soft proofing and sending colour ads.

According to Alex Murphy, Production Services Manager for ANL, "Vio Certified Soft Proofing has enhanced our colour advertising workflows. VCSP allows anyone wishing to send us colour ads to do so directly with the minimum of fuss and cost. We can receive their ads knowing they have been correctly preflighted and approved by the advertisers on properly calibrated monitors. VCSP is the only colour soft proofing solution in the market that can enable this new way of working. That's why ANL has chosen the VCSP solution to manage and extend our colour ads delivery channel, beyond our traditional preferred suppliers. With a large proportion of our high value colour advertising being in our magazines, going live with VCSP is a good step forward."

Richard Horwood, Chairman of Vio Worldwide, adds: "Going live with VCSP for ANL's magazines is an important milestone. The reproduction quality and contract approval of high value, colour advertising in glossy magazines simply cannot be compromised. In the past, the only way to ensure this was to have the ads built by specialist repro houses, or 'preferred suppliers', who would distribute multiple printed proofs by courier, the last of which would eventually be signed off as the contract. We created VCSP to reflect the fact that, in the modern digital world, this very expensive and time-consuming analogue process was acting as a brake on colour advertising: while the certainty of contract proofs is, if anything, becoming even more vital in today's chaotic, fast-paced and competitive environment. VCSP is the complete answer: low cost and instant, with no compromises."

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Further information about Vio Certified Soft Proofing and other Vio Digital Supply Chain solutions is available at www.vio.com.

About Vio Certified Soft Proofing:

Vio Certified Soft Proofing combines colour-managed soft proofing on remotely calibrated monitors, with preflighting, Certification, and automated delivery of advertisements. The solution enables advertising prepress suppliers not only to collaborate rapidly with their colleagues and clients on ad creation, but also to ensure that only correctly preflighted and Certified ads are proofed, and that only approved ads are submitted to the publisher, together with all the relevant submission information. VCSP is the only solution that enables contract soft proofing of colour ads, as it is the only solution that remotely records the calibration of the monitors on which the ads are proofed.

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; colour-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 chairs the Asset Transfer Committee of CIP4 and is a member of the organisation's Preflighting and Advertising Committees, leading the way in JDF solutions. Vio is also a member of the Steering Committees for both AdsML and SPACE/XML, the global advertising standards initiatives. Vio Worldwide is part of London Merchant Securities plc (www.lms-capital.co.uk), a UK-based quoted company with £1 billion in assets.

About Associated Newspapers:

Associated Newspapers Limited (ANL) is the publisher of six major newspapers - Daily Mail, The Mail on Sunday, Evening Standard, Metro, Ireland on Sunday and the free advertising publication Loot. It also publishes Night & Day magazine, ES Magazine, You Magazine and Weekend magazine. Established in 1905, it is a subsidiary of the Daily Mail and General Trust plc (DMGT).

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