



NEWS RELEASE

1 December 2005

Time Inc. goes live with an Ad Portal from Vio

Time Inc. today launched its new Ad Portal, developed by Vio. It enables advertisers to directly upload ads to twenty of Time Inc.'s titles, including their four weekly magazines: Time Magazine, People, Sports Illustrated and Entertainment Weekly.

The Ad Portal has been built by Vio to make it fast and easy-to-use, while not compromising Time Inc.'s quality requirements. As part of the uploading profile, ad senders check that their PDF ad files meet Time Inc.'s production specifications before leaving their desktop, and they are then automatically delivered online to Time Inc, together with the 'preflight' report and a digital job ticket. Files are delivered to exactly where the ad is needed on the Time Inc. network.

"The Ad Portal is the perfect complement to our virtual proofing strategy, and represents an important step in the automation of the entire ad placement process" said Guy Gleysteen, Vice President of Paper and Digital Development at Time Inc. "In future, advertisers will no longer need to send us hard copy proofs with their ad files and, with the Ad Portal from Vio, we are giving them the tools to deliver them in an accurate, quick and easy-to-use way. Using the Ad Portal, advertisers avoid the need to burn CDs, create hard proofs and courier packages to us - saving them time and money. "

"We applaud Time Inc.'s commitment to improving the ad delivery experience for its customers" said Alan Darling, Executive Vice President of Vio Worldwide. "Vio is focused on automating and simplifying the print advertising supply chain. By making it much easier for advertisers to place ads in Time Inc.'s titles, taking both time and cost out of the production process, Time Inc. has today taken a significant step forwards as market leader for the whole industry."

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About Time Inc.

Time Inc. is the world's leading magazine publisher with over 155 titles, including People, Time, Sports Illustrated, Entertainment Weekly, Fortune, Money, In Style and Real Simple.

About Vio

Vio offers a suite of software products, network provisioning and management expertise with 24x7 managed services for the intelligent distribution and collaborative management of advertising and digital media across the entire graphic arts supply chain, with guaranteed delivery. Serving the market need for automated and integrated workflows for digital ad delivery, online preflighting, ad composition, digital asset management and remote proofing and printing.

Vio chairs the Asset Transfer Committee of CIP4, leading the way in JDF solutions. Vio is also a member of the Steering Committees for AdsML, the global advertising specification.

www.vio.com

Issued on behalf of Vio Worldwide by AD Communications.

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