

AdSEND

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News Release
January 7, 2008

Vio Inc. Announces Al Edwards As New President

Cranbury, NJ (PRWEB) January 7, 2008 – Vio Inc. is pleased to announce the appointment of Al Edwards as President. Edwards, a member of the Executive team of Vio Worldwide, is overseeing the Vio/AdSEND business in the United States.

Edwards joins us with more than 30 years of experience working with printing and publishing technology companies.

“I am delighted to join Vio, which has the products and technology to help publishing companies attain growth, in both print and online, while saving money and improving on quality,” said Edwards. “As they reach new levels of success, so will we.”

Most recently, Edwards was President and Director at Advanced Technical Solutions (ATS), a solutions provider for producing newspapers, managing the advertising process and maintaining publishing systems. While there, his successes included the development of a major piece of the Microzone Publishing Solution within the Tribune organization, which allowed for citizen journalism and locally-generated advertising.

Edwards also served as President of Autologic Information International after its merger with Triple-I. Prior to that, he was CEO and Chairman at System Integrators. Finally, his career includes positions with Atex Inc. plus work as an industry consultant.

“Al is an experienced and respected executive who has an impressive track-record of expanding highly successful businesses,” said Alan Darling, Executive Vice President. “We’re extremely pleased to have him leading our US operations.”

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 advertising creation; digital asset management; automated, remote preflighting solutions; color-managed soft proofing; standards-based integration of business and operations 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 Worldwide leads the way in technology standards, participating in XML standards-setting bodies for online and print media. It has offices in the U.S., U.K., Israel and France. In the US, the company does business as AdSEND, which 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.

Vio Worldwide is part of LMS Capital plc (www.lmscapital.com), a UK-based quoted company with over £250 million in assets.

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