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News Release
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News International Ltd joins Vio's VCSP Ad Delivery Gateway

Cranbury, NJ (PRWEB) November 8, 2007 – News International Ltd, the UK subsidiary of News Corporation, recently announced its selection of Vio Worldwide Limited to provide a new online delivery service for color print advertising. The new service will enable advertisers to send high quality color advertisements directly to the publisher with the unique benefit of providing the security of a certified monitor proof. The underlying technology for the service will be Vio's Certified Soft Proofing (VCSP) system. Utilizing the new streamlined delivery service, advertisers will be able to directly upload advertising artwork and related information to News International titles including the Times, The Sunday Times, The Sun, News of the World and the London Paper. The new service will be operational beginning November 12, 2007.

Steve Smith, Publishing Development Manager, News International said, "We aim to provide our advertisers with a wide range of delivery mechanisms for color advertising delivery. Vio's solution ensures our customers can send us digital files that meet our stringent color requirements, while giving our operations team a detailed record of the submission. VCSP is a proven solution for brand owners, pre-media companies and advertising agencies."

News International titles will be accessible on the Vio Gateway, a web-based advertising portal that provides access to the UK's top national publishers. Advertisers simply drag a PDF advertisement file to an icon on their desktop to access the Vio Gateway and begin the submission process. All files will be size-checked, preflighted and soft proofed to News International's exact ISO color printing profile prior to being uploaded to their internal production workflow. Senders will receive a confirmation email with a copy of their job ticket and a thumbnail image of the sent file. VCSP is an easy-to-use system that allows advertisers to deliver exceptional quality digital files for color advertising. Accuracy, accountability, and speed-of-use distinguish VCSP from other delivery services.

Patricia Kill, Director of Advertising Operations for News International, said, "This development is a great plus as it is in line with our strategy to provide alternatives to advertisers while ensuring our commitment to maintaining reproduction quality within our titles."

According to Chris Friend, Managing Director, Europe, "It is great to see News International's commitment to Vio's proven Certified ad delivery technology. Advertisers have been asking for a single entry point for submission of color advertising to all UK national newspapers. Adding NI's titles to the Vio Gateway shows that publishers are being even more responsive to customer needs."

About News International:

News International Limited is the main UK subsidiary of the global media company News Corporation. Times Newspapers Ltd (TNL) publishes The Times and The Sunday Times and News Group Newspapers Limited (NGN) publishes The Sun and News of the World. TNL and NGN are part of the News International group.

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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