



PRESS RELEASE

5 fifteen and Wave2 Announce Partnership

Publishing solutions provider 5 fifteen Limited and Wave2 Media Solutions Limited have announced details of a partnership between the two companies aimed at integrating Wave2's unique, award winning, automated ad make-up software into 5 fifteen's advertising sales solutions.

Wave2's software provides for an exceptionally powerful automated creative system which is particularly suited for the automatic production of all types of advertisement, signage and marketing materials. This software is appropriate for online ad creation, local creation of professional collateral or as an in-house automation tool

Commenting on the announcement regarding Wave2, managing director of 5 fifteen, Rod Fenwick, said, "Automated ad production, package selling and the growing dominance of web based solutions present numerous opportunities for publishers looking to improve their ad production. By integrating Wave2's technology into our offerings we will provide the industry with leading edge technology for automated display and classified ad make-up."

Chris Hodges, founder and managing director of Wave2, adds, "5 fifteen have an excellent reputation in the magazine industry for providing straightforward software solutions which support the critical business processes of sales, marketing and order fulfilment. The integration of Wave2 with 5 fifteen's products will be used to create a solution to deliver immediate commercial benefits up and down the advertising supply chain."

5 fifteen specialises in providing advertising and circulation solutions to the UK publishing industry and has a long history of working with the magazine sector. 5 fifteen offer real-time, web-based secure systems for ad order sales, making the Wave2 platform an ideal solution for automated ad production.



5 fifteen will showcase its advertising solutions on its stand A204 at Publishing Expo, 26-27 April, Olympia, London.

ENDS

5 fifteen Ltd

5 fifteen provides consulting services and software products designed for magazine publishers' advertising, circulation and new media applications. With offices in Slough, United Kingdom, 5 fifteen works with more than 100 publishing operations worldwide, including IPC Media, Elsevier- Science and Nature. Visit 5 fifteen online at <http://www.5fifteen.com> or call **01753 440 515**.

Wave2 Media Solutions Limited

Wave2 Media Solutions Ltd. are specialists in the field of content management. Based in Buckinghamshire, UK, and founded by Managing Director Chris Hodges, Wave2 has a unique understanding of digital asset management across all media channels. The Wave2 team has many years experience developing and implementing content management and content workflow solutions. This includes the supply and implementation of solutions for many leading publishers, retailers and corporate organisations around the world. Visit Wave2 online at <http://www.wav2.com> or call **01296 642 880**.