



Wave2 Media Solutions
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Wave2 Media Solutions and AdDogs Announce Ground Breaking Agreement

- *Wave2 to be an integral part of the AdDogs' Universal Advertising and Media Web-Marketplace*
- *Wave2 Publishing Platform will power self-service advertising for AdDogs*
- *AdDogs Licenses Full Development Rights from Wave2 to enable Integration*
- *Solution will be used by media companies, agencies and private party advertisers*

Waltham, Mass. — November 1, 2007: Wave2 Media Solutions and AdDogs LLC are pleased to announce today that the two companies have signed a licensing and development agreement whereby AdDogs will integrate the Wave2 technology into its AdDogs.com Universal Advertising and Media Web-Marketplace that will be used by media companies, agencies and private party advertisers.

“The integration of the Wave2 Publishing Platform into the AdDogs.com portal will provide advertisers the ability to automate the building of ads along with the purchase of ads across multiple media outlets.”, says Brian Gorman, founder and Vice President of Sales of Wave2. “AdDogs.com incorporating the Wave2 technology, will enable its customers to select display ad styles from simple to highly sophisticated designs, generate proof copies, produce finished ads ready for print and online publication and using the AdDogs database make secure online ad purchases in a single, integrated process. The system will have the ability to auto-size ads and build PDF documents based on the specific target media company’s print requirements. Wave2’s unique ability to provide this level of automation and Wave2’s proven scalability were two of the factors in AdDogs choosing to go with the Wave2 Publishing Platform. ”

The Wave2 Publishing Platform (W2PP) provides complete integration with Adobe® InDesign® Server. Any document that can be composed with InDesign can be composed via self-service with the W2PP. A rules engine is architected into the W2PP to provide a level of ad building automation that is unmatched. The rules can be set up and modified by a typical InDesign layout artist and allows for the flexibility to service any type of advertising customer for classified display ads, ROP ads or online popup and banner ads. The system also offers the ability to incorporate existing InDesign templates so that each advertiser can have access to their own specific designs for online ad building. All of this functionality will be available with the AdDogs.com virtual advertising agency.



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Rod Proto, AdDogs CEO said, "Wave2 offers the perfect solution for us. It will offer our clients a wide choice of ad designs while at the same time providing the structure and automation we require for input into a wide variety of media products. Aside from its proven scalability we chose Wave2 due to its open and flexible API guaranteeing that integration into our patent pending technology can be completed in a timely fashion ensuring AdDogs commercial launch in January. At this time we expect our media data base to exceed 2,500 products serving in excess of 75,000,000 readers."

About Wave2

Wave2 Media Solutions was formed in early 2004 specifically to develop a range of solutions for the automated generation of documents both for print and online. Wave2's mission is to provide tools that will enable publishers and content providers to both save costs and to generate new revenue.

Now a rapidly expanding software company with offices in Waltham, Massachusetts and Whitchurch, Buckinghamshire, UK, Wave2 has an impressive customer list. Wave2 solutions include Self Service Advertising, Production Automation, Spec Ad Creation and Management, Automatic Page Assembly and Personalized Publishing.

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About AdDogs.com

AdDogs (TM) is a new on-line product that works like a virtual advertising agency and is the first product designed to harness the internet to bring new advertising revenues to the traditional print industry. AdDogs expects to go live commercially in its initial markets by January, 2008.

<http://www.addogs.com>

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