

Press Release

Belfast, September 1st, 2006

Leading Dutch Media Group Chooses Photo Sales Software from Belfast Software Company.

Belfast software provider, Aetopia has been awarded a contract with leading Dutch media group, Wegener, to provide its Photo Sales image archiving and eCommerce solution to the group's online regional newspapers.

Koninklijke Wegener NV is the largest publisher of regional newspapers and free door-to-door papers in the Netherlands, and is a major player in Western Europe in the direct marketing area. Wegener publishes nearly 1 million newspapers and free publications daily.

In 2005, Aetopia had installed a pilot implementation of its Photo Sales system at one of Wegener's regional newspapers, De Gelderlander. After a successful project the system will now be deployed throughout the other major newspapers in the Group. These include:

- Brabants Dagblad
- Algemeen Dagblad
- Eindhoven's Dagblad
- De Stentor
- BN/deStem
- PZC
- TCTubantia

Henk Janssen, ICT Director, Wegener Multimedia, "We performed an in-depth analysis and evaluation before choosing Aetopia, and after a successful pilot at De Gelderlander we are now confident that the system will cope with the requirements of the Group".

"We are delighted to have been awarded this contract with Wegener. This major roll out will establish Aetopia as a significant supplier to European publishing organisations" *Comments Aidan McGrath CEO, Aetopia.*

About Aetopia (www.aetopia.com)

Aetopia specialises in building scalable software architectures for Digital Asset Management. Its primary product *MediaBase* is an enabling technology that provides a robust, scalable architecture for the mass storage, indexing, retrieval and presentation of heterogeneous digital assets. It is the core of *Phototopia*, a photo archiving and online photo-sales system for organisations with a significant digital image archive. Key clients include the Irish Times. See -<http://www.ireland.com/photosales> and the Public Records Office for Northern Ireland (PRONI).

For more information:

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