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For Immediate Release

MIJO Launches HD Digital Delivery

MIJO is pleased to announce the launch of HD digital spot delivery through its proprietary network, MIJOnet.

In collaboration with its broadcast partners, MIJO, Canada's leader in Media Asset Management, has deployed its newest technology to meet demand for commercial HD content distribution. MIJO designed the high definition distribution system seamlessly into its digital network, enabling advertisers and agencies to manage and traffic HD inventory in the same manner as standard definition assets.

MIJOnet offers a host of features and attributes, while providing greater accessibility and control for users to view, listen, track, order creative, and distribute spots accurately to specified broadcasters.

Michael Goldberg, Executive Vice President and COO of MIJO said, "Our clients will have the flexibility to distribute their HD creative fluidly, same-day across the country, with very little change to their workflow. Moreover, our clients will benefit greatly by reducing their current HD distribution costs; while obtaining a faster and more efficient method to distribute HD content in Canada."

Being able to satisfy the clients' needs for high definition distribution is another vital step in the evolution of MIJO's technology-based solutions. And, with the capability to digitally archive spots within MIJOnet's domain, clients enjoy the convenience of online inventory management.

Since 2004, MIJOnet has been recognized as Canada's most dependable resource for digital content distribution. As high definition broadcasting gains momentum amongst Canadian television providers, MIJO will preserve its role as an industry leader in a multitude of ways.

First, the company will leverage its years of post production and spot delivery experience. Second, MIJO's peerless team of broadcast professionals and in-house software developers have a unique understanding of the fundamentals and nuances of HD technology. And third, MIJO continues to work together with broadcasters. Experience has shown that success is best achieved by listening to end users' needs; followed by initiating and enabling a systematic and efficient transformation in file management to and within each stations' environment.

MIJO, the trusted provider and architect of MIJOnet, will continue to augment its roster of HD broadcast partners and remain the nexus between advertisers and broadcasters.

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About MIJO

MIJO, established in 1978, is a technology-based, people-driven company. Offering an ever-expanding suite of integrated services, MIJO provides final broadcast, print and digital media materials to the Advertising, Entertainment, and Broadcast industries. The company is based in Toronto. For more information, visit MIJO.com or call 1-800-463-MIJO (6456).

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