

News Release

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FOR IMMEDIATE RELEASE

Masstech Group Broadcast Engineering's Pick Hit of NAB 2008

*MassChannel DIY™
The Future of Broadcast Transmission .*

Toronto, Canada - May 6, 2008 - Masstech Group Inc.'s MassChannel DIY (Do-It-Yourself) has been awarded 1 of 40 Pick Hit Awards at NAB 2008. Masstech Group was recognized by Broadcast Engineering for demonstrating leadership in technology and innovation for MassChannel DIY, a file-based broadcast transmission appliance supporting both SD and HD available at the revolutionary price of \$9995. In response to industry needs, MassChannel DIY is configured as a hardware and software bundle allowing customers the flexibility of selecting their preferred host computer.

MassChannel DIY is a cost-effective way to deploy additional channels and manage multicast programming. MassChannel DIY gathers and stores file-based content and decodes it to SD and/or HD. Playout via HD-SDI and SD-SDI is supported and playlists can be assembled using mixed HD & SD material. All content is automatically up/down converted and can be used to simulcast both an SD & HD channel. MassChannel DIY can integrate with existing infrastructure and provides an easy first-step or continuing transition to file-based content management.

“It is an honor to be chosen by the readers of Broadcast Engineering to receive this award,” commented Sudy Shen, president and chief executive officer, Masstech Group. “This acknowledgment proves that broadcast professionals no longer want to pay hundreds of thousands of dollars for video servers and automation. The market has asked for better value and we listened.”

Pick hit awards are the industries longest running new technology awards. They are presented in recognition of the innovative technology shown at each year at NAB. Awards are voted on by a panel of anonymous Broadcast Engineering readers who are working professionals in the broadcast, post production, network and satellite industry. Magazine editors and publishers have no vote in the selection process. Eligible products meet strict criteria in order to be considered for nomination. Products must have significant technical and financial improvements on overall facility operation.

About Masstech Group

Masstech is a global developer of media lifecycle management, workflow productivity enhancement, business continuity and compliance. MassStore™ WAM™ Suite of Workflow Asset Management products are used worldwide by our clients in broadcast, cable, production and satellite operations.

*Patent Pending. All trademarks appearing herein are the property of their respective owners.

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