

News Release

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FOR IMMEDIATE RELEASE

ABS-CBN Philippines Selects Masstech Group For Media Lifecycle Management

***MassStore®* Wins at ABS-CBN Manila, Building On Successful
Installations throughout Asia Pacific.***

SINGAPORE, June 17, 2008 - Masstech Group Inc. has announced that ABS-CBN Broadcasting Corporation, the Philippine's leading media and entertainment company, has selected Masstech Groups MassStore and Dalet Digital Media Systems DaletPLUS. Masstech Group and Dalet will provide ABS-CBN with a sophisticated solution for enterprise level media lifecycle management. ABS-CBN Broadcasting Corporation, a multi-media conglomerate, is the Philippines' largest television and radio broadcasting company serving approximately ninety-one (91) million people from different regions and employing approximately 4,000 people over 50 sites.

“Our file-based workflow aspirations needed an enterprise wide solution that would provide a framework that would allow us to efficiently manage content as well as incorporate future expansion plans. We recognised that no single vendor has all the capabilities we required. We've researched this project for a long time and discovered there's a lot of talk and promises out there. We chose Masstech and Dalet because their powerful collaboration meant digitizing once for file based media management workflows in our studios, post production, library archives and broadcast playout operations was demonstrably achievable,” said Raoul Raul Bulaong, vice president production at ABS-CBN Manila.

MassStore has become the standard in workflow-based asset management in the APAC region with a large install base. ABS-CBN will deploy a complete MassStore Framework in their broadcast operations center in Manila, Philippines which includes Masstech's powerful DRAC®* technology for workflow management of their content. The system will seamlessly integrate with DaletPLUS for rich metadata harvesting and content management. MassStore will provide the backbone for data moving, transcoding and workflow management operations.

“One of the challenges we faced at ABS-CBN is the tremendous volume of content which they need to manage. The flexibility of MassStore to control content across the entire operation, including archive, MAM systems and editing platforms was the reason we are able to deploy an enterprise framework for managing content and this combined with the additional tools provided by Dalet has created a very sophisticated solution” commented Brad Redwood, Director of Operations APAC, Masstech Group.

MassStore's SAvI^{SM*} (Smart Avid Interface) will connect to ABS-CBN's Avid Interplay ISIS to provide DET and DHM file transfers for automatic workflow from the Avid Interplay Production system. Project archiving within ABS-CBN's Apple Final Cut Studio editing environment will be achieved using Masstech's M-Connect^{TM*}. ABS-CBN also purchased a T950 Spectra Logic LTO4 data archive library. All content in the Spectra archive will be moved by MassStore and made easily available for playout by requests from ABS-CBN's Etere Automation to transfer content to their SeaChange On-Air playout operations.

“Our success with ABS-CBN is an important indicator of our leadership in the Asia Pacific region,” commented Joe French, senior vice president, Masstech Group. “We provide the essential framework for content workflows and our interoperability with Dalet compliments the system.”

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 by our worldwide clients in broadcast, cable, production and satellite operations.

About ABS-CBN

ABS-CBN delivers television across the Philippines and to affiliated cable companies worldwide. The Company's Very High Frequency ("VHF") television network consists of Channel 2 Manila plus 23 other owned and operated television stations and 10 affiliated stations. The Company also operates Studio 23, a ("UHF") television network with 35 television stations. The Company also operates AM and FM radio stations throughout the Philippines. Regional Network Group (RNG) handles the operations of the regional stations. ABS-CBN also broadcasts to other territories such as USA, Europe, Middle East, Australia and several other countries through The Filipino Channel (TFC) which is managed by ABS-CBN International.

About Dalet Digital Media Systems

Dalet is a worldwide leader in software that empowers broadcasters and content professionals to produce and manage audio and video content in a digital, multi-platform world. Dalet media asset management (MAM) solutions streamline production costs and increases revenue opportunities by simplifying the distribution of rich-media assets across both interactive and traditional platforms.

Dalet tools are used around the world by thousands of content producers including major television and radio public broadcasters (BBC, CBC, DR, NPR, RFI, Russia Today, RTM, VOA, WDR), commercial networks (ART, eTV, Grupo Prisa, Prime Television, The Press Association, Warner Bros., XM Satellite) and government organizations (Queensland JAG, Canadian House of Commons, The European Commission).

Dalet is traded on the EURONEXT stock exchange (Eurolist C): ISIN: FR0000076176, Bloomberg DLT:FP, Reuters: DALE.PA.

About Spectra Logic

Spectra Logic is the leading innovator in data archive and backup. We help customers all over the world protect data with power-efficient products that let users reduce risk, lower cost and save time. Spectra Logic's archive and backup products are designed specifically for secondary storage needs and are compatible with every major tape and disk format.

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

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