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Contact: For Ad-ID
Kipp Cheng, AAAA
VP, Director of Public Affairs
Phone: (212) 850-0720
E-Mail: kipp@aaaa.org

For AMWA
Paul Turner, OMNEON
VP of Product Marketing
(408) 585-5113
pturner@omneon.com

Ad-ID Joins the Advanced Media Workflow Association (AMWA)

Harold Geller, SVP, Digital Initiatives, AAAA, Named to AMWA Board of Directors

Dec. 3, 2007, New York, NY ... The American Association of Advertising Agencies (AAAA) today announced that **Ad-ID™**, the Internet-based digital advertising identification system jointly owned by the AAAA and the Association of National Advertisers, Inc., has joined the **Advanced Media Workflow Association (AMWA)**. As a principal member of the AMWA, Ad-ID will be represented on AMWA's board of directors by **Harold S. Geller**, senior vice president, AAAA. Mr. Geller joined the AAAA in January 2007, and oversees all digital initiatives on behalf of the AAAA, including Ad-ID.

Formerly known as the Advanced Authoring Format Association (AAFA), the AMWA is focused on the development of solutions for facilitating end-to-end, file-based workflows through the use of Material Exchange Format (MXF), Advanced Authoring Format (AAF) and Service Oriented Architectures (SOA). Ad-ID is an Internet-based, digital identification system that generates a unique identifying code for all advertising assets (TV, radio, print, Internet, etc.), and metadata pertinent to the asset.

"The Advanced Media Workflow Association welcomes Ad-ID into our membership, and we look forward to contributions from Mr. Geller on our board of directors," said **Brad Gilmer**, executive director, AMWA. "Ad-ID provides an excellent solution for digital asset management that's in concert with AMWA's mission."

"Ad-ID's mission is to cultivate partnerships with stakeholders throughout the marketing-communications landscape and to promote open, digital standards

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across the industry that increase efficiencies and reduce errors,” said Geller. “By working with groups like AMWA, Ad-ID will accelerate the conversation on digital asset management and metadata services related to advertising assets. I’m pleased that Ad-ID is representing the agency/advertiser community in AMWA’s membership roster.”

In October, the AAAA and the ANA withdrew ISCI – the manual advertising asset coding system – from the marketplace. Ad-ID is now the only advertising asset-coding system authorized and supported by the two leading industry associations.

About AMWA

The Advanced Media Workflow Association is a user-focused industry body dedicated to the promotion, development and adoption of open, accessible standards and specifications relating to file-based workflows (including AAF, MXF and other formats), Service Oriented Architectures, and Application Specifications as they apply to the areas of content creation, production, post-production, rich media authoring, archiving and distribution. AMWA members include Ascent Media, the BBC, Turner Broadcasting, FOX, Discovery Communications, Adobe Systems Inc., Avid Technology, National TeleConsultants, Omneon, Quantel, Snell & Wilcox, Grass Valley, Harris Corporation and TMD Ltd. Visit the AMWA on the Web at www.amwa.tv.

About Ad-ID

Advertising Digital Identification, Ad-ID, is an Internet-based, digital identification system that generates a unique identifying code for all advertising assets (TV, radio, print, Internet, etc.). Each Ad-ID stores critical metadata related to an advertising asset. The system has open Web services for the interchange of metadata related to advertising assets, enabling advertisers, agencies, media, and others throughout the marketing-communications landscape to improve upon current ad-related processes, and capitalize on emerging technologies and marketing opportunities. Developed by the American Association of Advertising Agencies and the Association of National Advertisers, Inc., Ad-ID is the only advertising asset coding system authorized and supported by the AAAA and ANA. For more information, visit www.Ad-ID.org.