

YANGAROO Simplifies Ad Delivery with Integration of Ad-ID

Single-Click Syncs Data Between Brands, Agencies and Broadcasters

TORONTO, CANADA – YANGAROO Inc. (TSX-V: YOO, OTCBB: YOOIF), the industry's leading secure digital media distribution company, today announced the completion of an integration with Ad-ID, the unique ad identifier developed by the American Association of Advertising Agencies (4 A's) and the Association of National Advertisers, Inc. (ANA).

Rather than re-enter all of the information related to an ad, brands and agencies utilizing YANGAROO's DMDS Platform can simply click a button that will automatically populate data from their Ad-ID account. This information can be utilized within the DMDS system to more effectively manage advertising assets or run advanced reports. The stations receiving materials via DMDS can receive this data in a multitude of formats, leading to more accurate fulfillment with data that can be automatically synchronized into the most popular playback and automation tools in the industry.

"We are pleased that digital delivery firms are continuing to adopt Ad-ID," said Harold Geller, Senior Vice President of Cross-Industry Workflow at the 4A's. "With this integration we are pleased that YANGAROO has taken things a step further in an attempt to provide enhanced data to broadcasters in a format they can easily integrate with their systems. That's exactly what the 4A's and ANA set out to achieve with Ad-ID."

This integration is part of an on-going project at YANGAROO to eliminate the use of a "slate" in its file delivery platform. Currently, all ads and music videos contain 5 seconds of video information at their start which provides basic data like the brand, length and runtime. This is an unnecessary legacy associated with tape delivery and creates larger files and manual re-entry of data when received by broadcasters. Through its membership in the Advanced Media Workflow Association (AMWA), YANGAROO will fully support the AS-12 specification, which will embed all of the slate information (including Ad-ID data) inside the actual file. This means that any system accessing or managing the video will instantly know everything there is to know about that video.

"Manual data entry is time consuming and often leads to errors," said Richard Klosa, Chief Technology Officer at YANGAROO Inc. "It's been our focus to facilitate fast and easy collaboration between advertisers and broadcasters. Now advertisers have a no fuss way to add data and we in turn provide that highly accurate information to broadcasters to automatically integrate into their file and data ingestion workflows."

About YANGAROO:

YANGAROO's patented Digital Media Distribution System (DMDS) is a leading secure B2B digital delivery solution for the music and advertising industries. DMDS replaces the physical distribution of audio and video content for music, music videos, and advertising to television, radio, media, retailers, and other authorized recipients with more accountable, effective, and far less costly digital delivery of broadcast quality media via the Internet. The DMDS Awards platform powers many of North America's major awards shows.

Named one of Canada's Top 100 Tech Companies by Canadian Business, YANGAROO has offices in Toronto, New York, Los Angeles, and Dallas. YANGAROO trades on the TSX Venture Exchange (TSX-V) under the symbol YOO and in the U.S. under OTCBB: YOOIF. For further information, please contact Scott Wambolt at 416-534-0607 ext.111 or visit www.yangaroo.com.

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