



**FOR IMMEDIATE RELEASE**

---

## **Mediaspectrum Names Affinity Express a Preferred Partner**

*Alliance Supports Revolutionary Cloud Computing Platform for Media Companies*

Boston, MA, December 10, 2009—[Mediaspectrum, Inc.](#)® today announced it has named Affinity Express, Inc., the leading offshore, onshore and onsite provider of high-volume advertising and marketing design solutions, as a preferred partner for outsourced creative services to support its recently launched Cloud Computing platform. This extends an established effort between the two companies, aimed to help streamline and transform advertisement production for publishers around the world.

Mediaspectrum commenced work with Affinity Express two years ago, involving a hosted version of Mediaspectrum's AdWatch suite of production workflow tools. After dramatic success at many large newspaper chains, Mediaspectrum launched an effort to make AdWatch—along with the company's Ad Sales and ContentWatch media applications—available as a widely hosted, on-demand solution. As a result, the Mediaspectrum Cloud Computing platform was introduced in September 2009—now helping to dramatically improve multi-channel advertising and content management for publishers worldwide.

"Affinity Express provides years of real-world experience to publishers wishing to leverage the power of the cloud," said Scott Killoh, CEO of Mediaspectrum. "With their support and superior knowledge in outsourcing labor-intensive creative tasks such as those found within the ad design process and the Affinity Express structured delivery methodology, Mediaspectrum's Cloud Computing platform is further positioned to help transform media companies for success."

Affinity Express leverages over 800 highly-trained designers, with expertise in more than 30 software programs, to help create and enhance for clients the advertising and marketing materials production process. Its services complement the Mediaspectrum platform, by together enabling publishers and their production departments to quickly and effectively implement digital workflows. This eliminates the significant time, cost and complexity once associated with production, while improving quality and business profitability with interactive and rich media ads.

"We have enjoyed a long and successful relationship with Mediaspectrum, which has ultimately helped reward our clients and more than 3,000 users with an unmatched breadth of technology-enabled solutions for advertising and marketing material production," said Kenneth W. Swanson, CEO of Affinity Express. "With Mediaspectrum's Cloud Computing Platform, we look forward to further assisting publishers with additional flexibility, high-quality services and best-in-class technology for reducing costs and transforming their operations."

### **About Affinity Express**

Affinity Express is the leading offshore, onshore and onsite provider that is 100% dedicated to high-volume advertising and marketing design services. Headquartered in Chicago, Illinois, Affinity Express maintains production centers in Pune, India and Manila, Philippines. Affinity Express delivers services 24 hours per day and seven days per week, producing products in more than 30 software packages and multiple platforms. The company manages its unique creative process with a continuous improvement approach based on Lean Six Sigma, so that clients receive reliable output with fast turn times for their mission-critical digital files. The comprehensive, customized graphics solutions of Affinity Express help



clients lower production costs, generate higher profits and gain a competitive edge, without having to invest in establishing and maintaining these capabilities internally. For more information about Affinity Express, please visit <http://www.affinityexpress.com>.

**Affinity Express Contact:**

Kelly Glass  
Vice President of Marketing  
Affinity Express  
847-930-3205  
[kellyg@affinityexpress.com](mailto:kellyg@affinityexpress.com)

**About Mediaspectrum**

Mediaspectrum's Cloud Computing Platform is the premier solution for addressing all aspects of multi-channel advertising and editorial content management. Today, Mediaspectrum is helping the world's leading media companies—including the Washington Post, Tribune Company, USA Today and Trinity Mirror—to increase ad revenues, manage content, streamline processes and improve customer experience. Mediaspectrum is headquartered in Burlington, Massachusetts, and can be found on the Web at <http://www.mediaspectrum.net>.

**Mediaspectrum Contact:**

Jay Cody  
Vice President of Marketing  
Mediaspectrum  
781-685-4648  
[jcody@mediaspectrum.net](mailto:jcody@mediaspectrum.net)