

## **Media Aspects Awarded Microsoft Competency Award for Innovation and Expertise in the Media and Entertainment Industry**

**New York, NY — December 6, 2007**—Today, Media Aspects announced it has been recognized with the Microsoft Competency Award for the firm's exceptional industry expertise and development of DynamicsADvantage (formerly PubSuite), consolidated business solution for the media industry. The award specifically acknowledges Media Aspects' strategic alignment and pro-activeness in working with Microsoft within the Media and Entertainment vertical.

"We are very pleased to be selected by Microsoft for this award," said Mitra Hooman, Managing Director, Media Aspects. "It reflects our dedication and expertise in designing and implementing innovative solutions such as DynamicsADvantage to deliver complex billing and revenue recognition capabilities required by media companies. It is also an affirmation of the depth of our team's skills, abilities and qualities."

The Microsoft Dynamics Competency Award recognizes a Partner who demonstrates excellence in delivering value to their customers and drives their business productivity. The award was presented to Media Aspects for consistently exceeding customer expectations and having earned great loyalty from their customers. Media Aspects demonstrates leadership within the Microsoft Dynamics partner community in terms of driving enhancement penetration, providing thought leadership and innovative offerings, revenue growth and contributing to the overall success of the Partner community.

The Microsoft Partner Program Awards recognize Microsoft partners that have developed and delivered exceptional Microsoft-based solutions over the past year.

### **DynamicsADvantage Exhibits at the 2009 Microsoft Convergence**

New York City, NY USA – December 31, 2008 – DynamicsADvantage by Media Aspects, a consolidated billing solution for media and entertainment companies, will exhibit at this year's Microsoft Convergence, a premier Microsoft Event held in New Orleans, LA. DynamicsADvantage will have the opportunity to collaborate with Microsoft Dynamics users and customers to further develop their use of Microsoft GP within the media and publishing industry.

DynamicsADvantage works with Microsoft Dynamics to provide an integrated billing solution for some of the nation's leading media companies. DynamicsADvantage serves both traditional and online publishers of books, magazines, newsletters and newspapers as well as online content providers, event organizers, online marketing, search engine providers, television and broadcast companies. DynamicsADvantage for Microsoft Dynamics was developed to provide media companies with a fully integrated, comprehensive solution to resolve complex revenue recognition and billing needs and provide the flexibility to trace billing and revenue back to the original transaction. DynamicsADvantage tracks the relationships and transactions between advertisers and advertising agencies and supports all billing and revenue recognition of eMedia business. DynamicADvantage provides media companies with the ability to contract with customers for products and services across multiple business units and revenue models. Convergence 2009 will take place in New Orleans, LA March 10-13 in the newly refurbished Morial Convention Center. The conference will bring customers, partners, team members and industry leaders together to discuss new ways of running their companies more effectively.

“Convergence offers a great setting for DynamicsADvantage to really show our partners and customers what DynamicsADvantage can do for their billing system” says, Mitra Hooman, Managing Director for DynamicsADvantage

The Microsoft Convergence conference will feature product examples, speakers, detailed product demonstrations and hands-on learning sessions. As an exhibitor DynamicsAdvantage will show how their product can consolidate disparate systems, leverage the power of Microsoft technology and facilitate integration and reporting. Convergence offers DynamicsADvanatge an opportunity to reach over 10,000 partners, team members and industry experts and make lasting connections within the Microsoft community.