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New Look and New Functionality for Media eXchange Desk

ATLANTA, GA (June 16, 2006) – eMediaTRADE announced today the availability of their latest release of Media eXchange Desk, normally referred to with clients and trading partners as MXD.

The new release, version 2.16, provides many enhancements and functional improvements, most notably, a new graphical user interface and the availability of “skins”.

“A strong attraction of eMediaTRADE is our ability to enable major customers to brand MXD to their own company brand, while we provide the engine to process their electronic documents and tools to help them manage their user base. Major industry players like Wicks Broadcast Solutions, Arbitron and TelAmerica Media find great value in promoting their strong brand image and still have eMediaTRADE’s powerful MXD software provide the electronic document processes underneath it all” notes Joe Fabiano, CEO.

MXD provides translation, value mapping and delivery of electronic documents for more than 20 different agency and rep firm application systems as well as for over 20 different TV, cable, and radio station application systems.

“Our system truly is a value-added process for our document trading partners,” commented Kurt Myers, VP Sales and Marketing. “MXD enables any media industry player to continue to utilize the inherent formats and processes of their current back office systems and still be able to exchange electronic orders and invoices with any other trading partner regardless of the application systems that trading partner may be using. The eMediaTRADE system provides the ability to utilize commonly accepted industry document standards as well as the proprietary document formats of over 40 different media industry application systems. Since January alone, over 13,000 spot cable orders have been delivered electronically as well as more than 250,000 electronic invoices for TV, cable and radio.”

For more information, contact Kurt Myers, Vice President of Sales and Marketing at 678-689-0146.

About eMediaTRADE

eMediaTRADE is a privately held technology service company near Atlanta, Georgia providing electronic document solutions to enable e-commerce between media partners.

eMediaTRADE’s unique software solution, Media eXchange Desk (MXD), streamlines and economizes the transactions associated with the purchase and reconciliation of media buys. MXD simplifies EDI techniques by providing in-network translation, value-mapping, validation, and archiving of electronic documents.

Clients include Arbitron, Wicks Broadcast Solutions, TelAmerica Media, Thompson Everett, CTV Media, The Hotel Network, and Cinema Screen Media among numerous other cable, broadcast television, and radio stations, as well as over 900 individual agencies.

Visit www.eMediaTRADE.com for more information.

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