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eMediaTRADE Marks Milestone: Over \$1 Billion in Invoices Processed in 2005

ATLANTA, GA (January 26, 2006) – eMediaTRADE announced today over \$1 Billion in media ad invoices were delivered in 2005 for trading partners using their media e-commerce solution Media eXchange Desk (MXD). Nearly 750,000 invoices moved through the eMediaTRADE electronic hub during the year.

The milestone underscores a solid year of growth and adoption of MXD as a critical business tool for advertising agencies, rep firms, cable and broadcast television, radio stations, and ad sales organizations. MXD is a unique hub service that enables each trading partner to retain their existing business processing formats and still be able to exchange documents electronically.

“We are pleased to announce this significant milestone in eMediaTRADE’s history,” notes Joe Fabiano, CEO. “This record year is evidence that our business model and technology are being validated by the media industry. We are helping more and more media e-commerce partners simplify and enable document exchange.”

Randall Johnson, eMediaTRADE President adds, “Our clients are realizing tremendous benefits by using our technology along with their existing legacy systems. They are reducing data entry and transaction errors, as well as improving reconciliation time on thousands of documents and millions of dollars of business.”

Additional highlights in 2005 include 50 percent revenue growth, several new clients and key additions to the senior executive team.

For more information or to schedule a media interview, contact Kurt Myers, Vice President of Sales and Marketing at 678.689.0146.

About eMediaTRADE

eMediaTRADE is a privately held technology service firm in 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 800 individual agencies.

Visit www.eMediaTRADE.com for more information.

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