



Press Release

For further information, please contact:
Wendy Mattock, Bubble & Squeak
wendy@bubblesqueak.co.uk
Tel. +44 (0)7912 300231

Christi Dean
signiant@famapr.com
Tel: +1 617 758 4153

Signiant Selects Mediateket as Scandinavian Partner

Systems integrator provides outstanding expertise within the region

Burlington, MA., USA – 29 July, 2008 – Signiant® Inc., the leading developer of digital media distribution management solutions for the telco, media and entertainment industries, announced today it has selected Mediateket, the Norwegian systems integrator, as its partner in Scandinavia.

Established in 2000, Mediateket has worked with leading broadcasters in the region including NRK and TVNorge in Norway and Kanal 5 in Sweden. The company specialises in IT-based video and graphics solutions for the international media and broadcasting market, with services including production solutions, workflow analysis and streaming video solutions.

Content producers, owners, distributors, portals and telco's across the Nordic region can now benefit from Signiant's solutions and Mediateket's expertise to automate their workflows and control electronic distribution of assets.

Roland Bavington, regional sales director for UK, Ireland and Scandinavia, Signiant Europe, commented, "Signiant needed a technically outstanding organisation with an established customer base in media and broadcast, and the ability to really understand their clients' business requirements. So many of our customers recommended Mediateket, they were the obvious choice for Signiant to partner with. I am immensely

proud to welcome Mediateket as Signiant's first partner in this region and I am confident our collaboration will be very successful."

Jørgen Scheel, sales & product manager, Mediateket, commented, "We are delighted to be working with Signiant. We pride ourselves on offering our clients the best solutions to meet their broadcasting requirements, and Signiant's digital media distribution management suite is clearly becoming the tool of choice for international broadcasters to power their digital supply chains."

--ends--

About Signiant

Founded in 2000, Signiant (www.signiant.com) is the digital media supply chain company that telco, media and entertainment executives rely on to manage the movement of media to the right place at the right time. With its open software platform that unites best-in-class management, acceleration, automation and security technologies, Signiant ensures that some of the world's most recognized brands are able to deliver their digital assets and drive new revenue models. Signiant is headquartered in Burlington, MA with development facilities in Ottawa, Ontario, Canada and offices in New York, Los Angeles and Manchester, UK. Read the Signiant blog at <http://www.digitalmediagalaxy.com>.