PRESS RELEASE

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For Immediate Release

Mathrubhumi Goes Live on Atex Editorial Content Management System

Reading UK – Mathrubhumi, one of India's leading Malayalam language media companies with more than 80 daily publications producing over 370 pages daily, is live on the Atex Editorial Content Management System (CMS). Mathrubhumi is based in Kerala, India and has a total circulation of more than 1.3 million, with approximately 7.5 million readers. The company's website, www.mathrubhumi.com provides online content covering diverse topics such as entertainment, sports, health, education, women, and astrology.

Atex (www.atex.com) is one of the media industry's largest and longest serving suppliers of Content Management, Multi-Channel Advertising and Audience Management software platforms. "With all users on a relational database-centric system, we look forward to obtaining efficiencies and increasing the collaborative effectiveness of our personnel," said Shreyams Kumar, Mathrubhumi's Director of Marketing and Electronic Media. "We will utilise the power of the system to publish across any media type in the near future. With the Atex CMS solution we will be able to react quickly to a rapidly changing and challenging marketplace and bring innovative offerings to our valued customers." Mr. Kumar is also second term M.L.A. from Kerala State.

Babuprakash Kalathil, Mathrubhumi Project Manager, adds: "Atex has a wide-ranging platform intended to help multi-channel newsrooms create, manage and deliver content to any print or digital channel while keeping firm deadlines and the highest quality editorial values." Mathrubhumi's Deputy General Manager of IT, Baiju Madhavan, concurs: "Pagination is fast and flexible and that yields increased efficiency. We will use the remote entry capability of the Atex system for our bureaus so reporters can be very productive."

Founded in 1923, Mathrubhumi now has 15 editions published from different cities inside and outside India, including the United Arab Emirates. The nine editions of Mathrubhumi in Kerala are published from the publication centres in Calicut, Thiruvananthapuram, Kottayam, Ernakulam, Thrissur, Kannur, Palakkad, Malappuram, and Kollam. There are also another four editions of Mathrubhumi published in Chennai, Bengaluru, Mumbai and Delhi.

Jerome Laredo Atex Asia-Pacific CEO, said, "We are very proud of our association with Mathrubhumi and we are pleased with the combined team effort that was necessary to make this a successful project. We look forward to the next stage, which will include the implementation of our leading Atex Polopoly Web Content Management platform to support multi-channel publishing across digital and print channels."

Please visit www.atex.com for further information.

About Atex

Atex, headquartered in the UK with offices worldwide, is a leading technology company providing software and services for media-rich industries. Atex develops content management, advertising management and audience systems that enable companies to streamline operations and build multi-channel revenues. As a global company, Atex is committed to developing and delivering software products that are increasingly engaging, collaborative, targeted, contextually relevant, and available on demand. See www.atex.com.

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Figure 1:

Copies of Mathrubhumi newspaper pages

Figure 2:

Shreyams Kumar, Mathrubhumi Director of Marketing and Electronic Media