

## NEWBASE Press Release 03/10

### **NEWBASE Germany provides media monitoring system to Press Service Italy Group**

Hamburg / Venice, March 8th, 2010 - NEWBASE GmbH, the leading provider of sophisticated systems for media monitoring, and Press Service S.a.s. announced today the successful implementation of a NEWBASE PressProduction print monitoring system at Press Service operations in Venice/Italy. This NEWBASE system, the leading print monitoring system with numerous installations worldwide, will further increase accuracy, performance and quality of print and ad monitoring for all print news media covered.

Integral part of the application is the automated processing of digital publications (e-Paper) with NEWBASE ImportServer technology. This agreement will also include the integration of NEWBASE's automated online presence analysis reporting tool [www.infonitor.com](http://www.infonitor.com) as well as a partnership for NEWBASE PressClipping solution for Italy.

Andreas Rath, Director International at NEWBASE GmbH: "We are very happy to be working with Press Service, an extremely innovative and passionate company in the media service industry. Our solutions will ensure that they will also in the future meet the ambitious requirements of their customers and partners.

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#### About NEWBASE GMBH:

NEWBASE GmbH is a Germany based software company providing sophisticated monitoring solutions. With 20 years of experience in processing media and its related components, NEWBASE supplies media observation companies from North and Middle America, over Europe and Africa to Asia with the market-leading technology for generating and distributing relevant clippings of printed and digital media to their clients. Daily, we make a significant global contribution to managing the flood of information for our customers through accurate, flexible, reliable, cost and time effective automated monitoring systems.

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