

NEWBASE Press Release 07(3)/08

NEWBASE Germany provides press monitoring system to MC Monitoring Albania

Hamburg / Tirana, 23.07.2008 - NEWBASE GmbH, a Hamburg Germany based software company providing intelligent media monitoring solutions, and MC Monitoring, a pioneer in offering independent media monitoring in Albania, announced today the successful implementation of the NEWBASE PressProduction system, the first of such kind in the country. This newly acquired NEWBASE application will further increase accuracy, performance and comprehensive coverage for print and ad monitoring for all news media covered and will enhance MC Monitoring's standing as, by far, the premiere monitoring company in Albania.

Andreas Rath, International Manager at NEWBASE GmbH: "This agreement is a further step in our growing internationalization into emerging markets world wide. With this partnership our sophisticated NEWBASE PressProduction system application, which already proved very successful in other parts of the world, will now give MC Monitoring the leading edge in the South East European region."

About MC Monitoring: (www.mcmonitoring.org) "We have the Albanian media covered". Under this motto, MCM has been offering independent media monitoring services for news and advertising in Albania for over 8 years. The customized MCC's Media Monitoring system, based on "MediaWatch" and "PressProduction", assures accuracy and comprehensive coverage of Albanian media: 12 broadcast (television and radio) and 35 newspapers and magazines. Furthermore, it enables the tracking of OOH advertising, and informs media research and consultancy services for our clients, primarily international companies and organizations in Albania, but increasingly local businesses and institutions, too. The first company to offer full service media monitoring in Albania, MCM maintains a leadership position sustained by a continuous effort to adopt industry's international best practices and technology offerings, and thus provide continually improved and expanded quality monitoring reports to respond to quickly evolving demand in the market. Contact:

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Über NEWBASE GMBH:

NEWBASE GmbH is creating, implementing, and marketing customized software with which documents and information from both printed and electronic sources can be selectively extracted, processed and distributed. Our demanding solutions also provide a tailor-made key to forming opinion and acquiring knowledge in projecting activities in the formulation of both everyday and more crucial questions to worldwide users from the information departments, editorial offices and archives of well-known concerns, organizations and government departments. www.newbase.de
