



Press Release of September 30nd 2008

### **DTI and X-Media sign reseller agreement**

- *exclusive DTI Circulation reseller for France and Italy*
- *important step in both companies' strategic development*
- *helps publishers increase revenues and reduce cost.*

---

**Springville, Utah, USA / Paris, France - 30 September, 2008:** Digital Technology International, the world's leading developer of audience-centric media solutions, has today announced the signing of a reseller agreement with X-Media SA, based in Paris, France.

The agreement provides X-Media with the exclusive rights to sell and support DTI Circulation software in both France and Italy.

X-Media, with offices in Neuilly-sur-Seine, Paris, La Rochelle and Marseille, France, and in Milan, Italy, has more than 25 years professional experience in providing software solutions and services to the publishing sector. The company employs 50 people and has 250 publisher customers.

"With the addition of the powerful DTI Circulation business software, which will seamlessly integrate with our own advertising software, we'll be able to provide our customers with a more complete solution," says Jean-Michel Rosaz, Président Directeur Général, X-Media. "We are delighted. The agreement gives us, as well as our customers, a strong competitive advantage, especially with the largest newspaper groups in France. With this comprehensive solution our customers will now have the ability to become more audience-centric, manage circulation more profitably, and target content more precisely."

Don Oldham, CEO, Digital Technology International, adds, "We look forward to working with X-Media and their talented team of people. This is an important step in both companies strategic development, and in our ability to service the needs of global customers better."

### **More...**

DTI Circulation is successfully used by more than 1,000 newspapers worldwide. The flexible, comprehensive suite of features can be used to immediately increase revenues and reduce costs. DTI Circulation helps publishers better manage and increase sales of single copies, create and monitor marketing campaigns, bundle complementary products, convert subscribers to automatic payment plans, automate workflows, track deliveries, analyse trends, and more.

### **About Digital Technology International**

Digital Technology International is a leading enterprise solutions provider to the newspaper and media industries. The company's innovative technology helps news media organisations build audiences, manage the flow of content so that they operate more efficiently, and sell more successfully. From single systems to fully integrated environments, DTI helps customers generate new revenue, reduce cost, share information across their enterprise, manage resources and get the data they need to make more informed business decisions. Today, the company's solutions are installed in hundreds of newspapers of all sizes around the globe. DTI is headquartered near Salt Lake City, USA, with corporate offices in the USA, Canada, United Kingdom, Germany, Finland, Norway, Australia, Panama and Brazil. For more information, please visit [www.dtint.com](http://www.dtint.com).

### **About X-Media**

X-Media is a reference in serving the communication and media sectors. Provider of IT solutions as well consultancy services, it holds the leading position on the French Market. Based on a solid and stable structure, X-Media constantly evaluate tomorrow's technology and integrate it.

The company's subsidiaries: X-Media Conseil provider of consultancy for single copy sales, XI Media Software expert in Internet and Mobile publishing, and X-Media Italia consolidate X-Media's potential to develop and cater the most appropriate solution to each publisher or broadcaster's need.

For more information please look-up the company's web site:  
[www.x-media.fr](http://www.x-media.fr) – [international@x-media.fr](mailto:international@x-media.fr)