

FOR IMMEDIATE RELEASE

Masstech celebrates its 10th Anniversary

Toronto based software developer has delivered media asset management and workflow solutions since 2002

Toronto, Ontario, Canada – 25 January 2012 – Masstech, the leading provider of powerful tools for media asset management (MAM), high quality speed (HQS) transcoding and bridging workflows, celebrates its 10th Anniversary today. Since its founding on 25 January 2002, the company has been at the forefront of innovative technology for the media and entertainment industry, delivering a full complement of feature rich products in digital archiving, Content Management (CMS), HQS transcoding and streamlined MAM solutions to broadcasters, Newsrooms and Post Production houses.

Joe French, CEO & President of Masstech said: “The growth and reach of our MAM software spanning the last 10 years has been remarkable. Masstech is widely regarded as one of the strongest international brands and our company is growing from strength to strength. We’ve rolled out key initiatives to fortify our market position and accelerate growth globally.”

“I attribute our success to our singular focus on delivering robust broadcast technology at an affordable cost. By helping broadcasters fulfill their need to preserve, manage and deliver content efficiently and cost-effectively, we are optimizing their operations and revenue. This serves both our customers and our company very well. We’ve introduced the industry’s most affordable mini-MAM Emerald v7.5LE in key markets across the Americas, Asia, Europe and the Middle East. Despite the global economic downturn last year, we still successfully closed multimillion dollar deals in Asia Pacific and the Middle East.”

To commemorate this important milestone Masstech has unveiled a new and exciting update to its corporate logo. The new logo is dynamic and modern – an embodiment of Masstech’s core qualities, designed to reflect the maturing of the company as a whole. It is bolder and more contoured than the previous version, representing the evolving Masstech, on the move, leading the way into the next decade with innovation and its ability to thrive in an ever changing global economic climate.

Masstech’s customers will see visual changes to its stationery, signage, website, as well as a special line-up of announcements and global Anniversary events to celebrate its 10th year in the market. The first Anniversary event will be kicked off in conjunction with NAB in April this year in Las Vegas. Customers can also expect enhanced software features, more software launches and a sophisticated suite of patented solutions for preserving their precious media assets.

Masstech has won industry recognition as a trendsetting and innovative organization in delivering integrated MAM solutions. The company’s track record of success is due to its investment in people, technology, and listening and adapting to its customers’ needs.

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About Masstech

Masstech is the leading provider of powerful tools for media asset management, HQS high-speed transcoding and bridging workflows for the media and entertainment industry. We innovate cost-effective products that transform workflow processes and dynamically boost productivity for major broadcasters, international television networks, news channels, cable, and production houses. The Masstech MAM suite offers powerful tools in high-speed transcoding, logging, ingestion, annotation, cataloguing, storage, retrieval and distribution of media assets. Masstech eliminates interoperability issues with sleek proprietary technology that bridges production, transmission and archiving. Our iconic products EMERALD, TOPAZ, TOPAZ+XT, INDIGO, SAPPHIRE, CATCHBLUE and IRIS integrate seamlessly into broadcasting and non-linear editing systems, without third party middleware. In keeping pace with the challenges of today's evolving ecosystem, we watch, analyze and adapt to our customers' needs. Masstech's distinctive products are inspired by experience and innovation. We define the realm of file-based broadcast technology, combining beauty, strength, killer speed and efficiency that embrace the future of new media. Experience Matters. For more information visit <http://www.masstech.com>