

FOR IMMEDIATE RELEASE

Telegraaf Media Groep Integrates LiquidPixels' LiquiFire for Print Ad Production

LiquiFire Enables Automated Production for Print and On-Line

AMSTERDAM, THE NETHERLANDS and ROCHESTER, NY – (BUSINESS WIRE) – June 10, 2008

LiquidPixels, Inc. and Telegraaf Media Groep, N.V. (TMG) are pleased to announce TMG's integration of LiquidPixels' LiquiFire in their portal, Speurdersindekrant.nl, for dynamic online production of classified ads. TMG is the largest media group in the Netherlands with market leadership positions in daily newspapers, magazines, online and offline media and radio.

Using LiquidPixels' LiquiFire Dynamic Imaging Solutions, TMG has created a simplified, flexible workflow for processing online advertisements, enabling customers to create innovative classified advertisements in a self-service portal. Speurdersindekrant.nl services four TMG publishers with 100 plus national, regional, and local newspaper publications, including the largest Dutch national newspaper, *De Telegraaf*. Before implementing a LiquidPixels LiquiFire-based solution, only simple text advertisements were available online. With this solution, sophisticated ads can be created within the portal and the LiquiFire-enabled system generates the completed advertisement in all required formats, including press-ready layout suitable for the newsprint edition. Alternately, advertisements may be submitted as a file in any image format, and are now placed directly into an editing system that manages page layout, eliminating the need for manual image manipulation.

When TMG launched the pilot portal on March 6, 2008, the intent was to increase self-service advertisement placement over a three-year period. They have already recognized 70% gains and are now focused on taking the self-service portal to the next level. Full integration of LiquiFire will be complete by June 12, 2008. The technology, which allows TMG to create dynamic advertisement templates, enables rapid development of new classified products to meet advertisers' needs, creating even more customer value.

Additionally, TMG has added LiquiFire Dynamic Imaging to its email promotions, enabling personalized and attention-grabbing campaigns. The first such campaign, announcing the new advertising capabilities, resulted in significant increased advertising turnover for its first market segment.

"TMG and *De Telegraaf* are industry leaders in on-line media," said Mike Brands, Managing Director, LiquidPixels Europe. "The innovative re-design of their operations is a foundation from which they plan to launch a whole series of new programs that will establish TMG as the leader in online classified ad handling. By integrating LiquiFire, TMG has faster time-to-market in the creation of new advertising opportunities and far more flexibility in its internal workflow. LiquidPixels is pleased that TMG selected LiquiFire over our

competitors based on its flexibility, application architecture and the possibilities for product development that the solution provides. We look forward to a long, innovation-filled partnership.”

TMG’s classifieds portal can be seen at <http://www.speurdersindekrant.nl>.

About LiquidPixels, Inc.

LiquidPixels is the leading supplier of advanced Dynamic Imaging solutions. Premium brand companies utilize LiquidPixels as their Dynamic Imaging Partner for Personalized Products, Customized eMail, Product Configurators, Interactive Zoom, Automated Imaging and Print Production. Built on open standards, LiquiFire seamlessly integrates into existing Web and workflow environments, enhancing product creation and visualization while reducing production costs. LiquiFire is available as a hosted service or via on-site enterprise servers providing the broadest offering of features and infinite scalability with tailored solutions for customers having unique needs. A privately held company, LiquidPixels operates facilities in Rochester, NY and Boston, MA. For more information, please visit www.liquidpixels.com.

About Telegraaf Media Groep, N.V. (TMG)

TMG is the largest media group in the Netherlands with market leadership positions in daily newspapers, magazines, on-line and offline media and radio. TMG publishes the prominent *De Telegraaf* and *Sp!ts* daily newspaper titles as well as regional dailies, local newspapers, and free local papers. TMG has a strong market position in both general interest and targeted magazines and holds a majority interest in the Sky Radio Group, a market leader among commercial radio stations. TMG is increasingly active in new media via the Internet, mobile telephones, narrowcasting, and cross-media.

Outside the Netherlands, TMG is active in Belgium, France, Sweden, Denmark and Ukraine.

TMG employs approximately 3,600 people and achieved € 738.8 million in revenues during 2007. It is traded on the NYSE Euronext Amsterdam stock exchange. Learn more at www.tmg.nl.

For more information, contact:

Juli Klie
LiquidPixels, Inc.
866-808-4937 x 314
jklie@liquidpixels.com

LiquidPixels®, LiquiFire®, the LiquidPixels Logo, LiquidPixels’ three-pixel mark, “Are Your Images Fluid?®,” and “Liquify Your Site®” slogan are all registered trademarks of LiquidPixels, Inc. “Liquify,” “Assets From Anywhere,” “LiquiFire Blaze,” “LiquiFire Spark,” “LiquiFire Jazz,” and “Visualizing E-Commerce” are trademarks of LiquidPixels, Inc. All other marks are the property of their respective holders. LiquidPixels’ LiquiFire is covered by patent 7,109,985. Other patents pending.