

FOR IMMEDIATE RELEASE

Telegraaf Media Groep Integrates LiquidPixels LiquiFire for Print Ad Production

ROCHESTER, NY – 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 in mid-June. 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 online media," said Mike Brands, Managing Director, LiquidPixels Europe. "The innovative redesign 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 Telegraaf Media Groep, N.V. (TMG)

TMG is the largest media group in the Netherlands with market leadership positions in daily newspapers, magazines, online 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. Find out more at tmg.nl.

About LiquidPixels

LiquidPixels is leading the imaging revolution. Built on open standards, its LiquiFire Dynamic Imaging Solutions integrate into existing Web and workflow environments, enhancing product creation and visualization while reducing production costs. LiquidPixels makes its patented technology available as a hosted service or via on-site enterprise servers with solutions that may be tailored to each customer's unique needs. Find out more at LiquidPixels.com.

###

For more information, contact:

Bruce G. Owens, Jr.
LiquidPixels, Inc.
866-808-4937 x 301
sales@liquidpixels.com

LiquidPixels®, LiquiFire®, MagniFire®, the LiquidPixels Logo, and the slogans "Visualizing E-Commerce®," "Are Your Images Fluid?®," and "Liquify Your Site®" are all registered trademarks of LiquidPixels, Inc. The LiquidPixels' three-pixel mark, "Liquify," "Assets From Anywhere," "LiquiFire Blaze," "LiquiFire Zap," "LiquiFire Spark," "LiquiFire Station," "LiquiFire Orb," "LiquiFire E-Catalog," "LiquiFire Jazz," "LiquiFire Image Chain," "LiquiFire Hosted Service," and "LiquiFire Imaging Server" are trademarks of LiquidPixels, Inc. Other trademarks used within this document remain owned by their respective organizations. LiquidPixels LiquiFire is covered by patents 7,109,985, 8,245,228, 8,296,777, and 8,914,744. Other patents pending.