



Press Release

French Weekly magazine *Le Point* deploys PubliAtis' On-Demand Publishing System

Paris, September 3, 2007 –

PubliAtis, publisher of the first On-Demand multichannel publishing system, announces the signature of a contract with the leading French weekly magazine, *Le Point*. *Le Point* chose PubliAtis' system to publish the contents of www.lepoint.fr.

The journalists of Lepoint.fr will use a collaborative work platform that is accessible by internet 24 hours a day, seven days a week, and that integrates all the steps of the editorial workflow: entering articles, managing copy, integrating external content, multilingual translation, managing photographs, internet distribution, newsletters and mobile phones.

"We chose PubliAtis for the flexibility of their offer, their ability to easily integrate their programs into our computer system, and the major innovation of their 100% web On-Demand model" says Olivier Bruzek, Chief Editor of Lepoint.fr. "No investments in software or hardware were required to set up the workspaces of the journalists on our team."

PubliAtis will be operational at *Le Point* before the end of September 2007, in a record launch time of only three weeks.

"We are proud of equipping the journalistic teams of *Le Point* with our publishing system," says Gaetan Fron, Associate Director of PubliAtis. "Magazine publishers are confronted with the exciting challenges represented by the development of on-line resources. We provide them with the technology and a trade-oriented approach so that they can rapidly launch a strategy for a unified newsroom and multichannel publication."

About PubliAtis

PubliAtis' mission is to simplify the daily lives of professional and non-professional publishers, while optimizing the profitability of their publications. To accomplish this goal, PubliAtis issues light software solutions to manage a publisher's editorial workflow, multimodal content distribution, and collaborative management.

By bringing together the skills and knowledge of the press, digital information, and new technologies, PubliAtis assists companies in the search for profitability leverages and new business models.

PubliAtis is based in Paris, and has offices in Berlin, and in New York.

For further information about PubliAtis, please visit us at www.publiatis.com or contact Gaetan Fron at gaetan.fron@publiatis.com or at +33 (0)1 76 66 02 95.