



Press Release

PubliAtis and Marketing HotSpot Form a Partnership to Market Solutions for the On Demand Production and Distribution of Publications across Multimedia Channels

Paris, March 21st 2008-

PubliAtis has partnered with Marketing HotSpot, a leading provider of technology solutions and services for communications professionals, to market and implement PubliAtis' innovative solutions for the on demand production and distribution of publications across multiple media channels.

PubliAtis is an editorial system, which integrates the different production and distribution processes for publications: from content creation to the final distribution to audiences, from page design to the generation of multiple formats for printing, web publishing, emailing, and podcasts.

Light and always accessible through the Internet, PubliAtis allows all the participants in the editorial chain (journalists, editors, desktop publishers, translators etc.), to work in collaborative mode.

This results in rapid implementation for clients, continuous upgradeability, and immediate gains in productivity.

"At Marketing HotSpot, we work closely with the Corporate the Communications Departments of companies and their agencies" commented Jean-Pierre Eiselé & Franck Durey, Marketing HotSpot Directors. "We are excited to be able to add this very powerful solution to our offering which we can propose to our clients for the creation and distribution of corporate publications. This new generation collaborative platform will allow clients to manage the editorial process, capture gains in productivity, and publish faster across different media, whilst ensuring that corporate graphic guidelines are adhered to."

"We are delighted to have a key partner such as Marketing HotSpot working with us to develop the market for our solutions" said Gaetan Fron, Director and founder of PubliAtis. "Our technology, allied with Marketing HotSpot's services and knowledge of the corporate communications market place, will provide Corporate Communications Departments with a powerful turnkey solution for the production and distribution of print publications such as magazines, newsletters as well as electronic publications on the web."

About Marketing HotSpot.

Marketing HotSpot, located in Paris provides consultancy, technology services and collaborative solutions for marketers and agencies to enable them to face the challenges of communicating more, more quickly and with greater relevance across multiple media channels.

Major customers and users include major accounts and agencies such as: Veolia Environnement, Arnould, Renault, Gutenberg on line part of DDB group, All Contents part of Makheia group etc..

Additional information about Marketing HotSpot, and PubliAtis can be found at www.marketing-hotspot.com

About PubliAtis

PubliAtis' mission is to simplify the daily life of professional and amateur publishers, while optimizing the profitability of their publications. To carry this out, PubliAtis publishes light software solutions for their workflow management, multichannel content distribution, and collaborative management.

In addition to bringing together press skills, digital information, and new technologies, PubliAtis' teams accompany businesses in researching profitability levers and new business models.

PubliAtis is based in Paris (France), with offices in Germany (Berlin) and in the United States (New York).

For more information on PubliAtis, go to our website at www.publiatis.com or contact Gaetan Fron, gaetan.fron@publiatis.com or phone + 33 1.76.66.02.95

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