

Media monitoring and analysis: CEDROM-SNi announces new content distribution partnerships

Montreal, April 11, 2007 — CEDROM-SNi, one of Canada's leading electronic news content providers, is announcing new partnerships with the Ontario firm MediaMiser as well as with Newfoundland's Newfound Media, which offer, respectively, media analysis and media monitoring services.

CEDROM-SNi has been appointed by various publishers to manage the electronic reproduction of more than 300 Canadian publications and programs. Whether for media analysis, the creation and distribution of press reviews via e-mail or intranet, the sharing of information among colleagues or simply to find out about something quickly, CEDROM-SNi and its partners can answer your needs while respecting copyright regulations.

"We can confirm that more and more businesses are looking for a framework that respects copyright. These new agreements announced today accurately reflect the evolution of the industry in this regard. In essence, customers and suppliers who work together to protect copyright, not only operate within the law, but also clearly recognize the contribution of the author when it comes to content. We're proud to contribute to this responsible practice," stated the president of CEDROM-SNi, François Aird.

About CEDROM-SNi

CEDROM-SNi, through its array of Internet products, is a company that brings together content from credible and reliable news and business publications, primarily from Canada and from Europe. All of the information contained in the firm's products is fully compliant with copyright laws. The NewsCan.com, Eureka.cc, and Europresse.com Web sites are the primary vehicles for its business operations, which include some 90 employees and occupy offices in Montreal (head office), Paris, Ottawa, Toronto and Halifax. Founded in 1989 and a leader in its field, CEDROM-SNi has been a partner of Transcontinental Inc. since 1996.

Information:

Mauricio Fernandez, Vice-President Business Development and copyright management, CEDROM-SNi - mauricio.fernandez@cedrom-sni.com ou T : (514) 278-6060.

About MediaMiser:

MediaMiser Ltd. (www.mediamiser.com) offers media analysis software and consulting services. Since its creation in 2003, it has developed into Canada's leading provider of media analysis solutions, and attracted clients ranging from blue chip companies to government departments to non-profit organizations. The company has offices in Ottawa and Toronto.

Information:

Chris Morrison, Vice-President, Client Services, MediaMiser - chris@mediamiser.com ou T : (613) 324-4074.