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MAVRIC MEDIA AND BROADRAMP FORM STRATEGIC ALLIANCE TO DELIVER FULL SCREEN HIGH DEFINITION (HD) VIDEO OVER ORDINARY BROADBAND CONNECTIONS

MAVRIC Media's Hosted Digital Asset Management Toolkit and BroadRamp's MCDS™ deliver Web-Based, Full Screen, Streaming HD Video Capability to Creative Professionals

San Francisco, CA January 14, 2008 -- MAVRIC Media, a web-based provider of digital asset management tools, based in Palo Alto, Ca. and BroadRamp inventor of the only seamless, universal multimedia content and application delivery platform, based in San Antonio, TX., announce at MacWorld Expo 2008, a strategic relationship that will allow businesses of all sizes the ability to publish full screen, streaming high definition video content at fraction of the cost of other companies. Broadramp's Managed Content Delivery Services (MCDS), WebHD™ is offered through MAVRIC Media's hosted digital asset management database tool Asset Engine™.

"Until now, only elite studios and production facilities had the ability to integrate and stream full screen high resolution video content," said Don Smith, MAVRIC Media Vice President and Co-Founder. "With the availability of streaming HD, full resolution video through MAVRIC Media's hosted asset management database, all levels of creative professionals now have the ability to distribute and monetize content for less cost over limited bandwidth."

This alliance will benefit thousands of video content producers, smaller ad agencies and independent creative professionals by making sophisticated HD video solutions available that may have previously been out of their reach. Adding to MAVRIC Media's toolkit, this WebHD capability creates unlimited opportunities for promoting and monetizing content, is a collaborative tool for video production teams, ad agencies and their clients, or can be used as a marketing communications vehicle for training programs, sales tools and web distribution of independently produced programming, webinars or webcasts all easily deployed through their custom MAVRIC Media database.

"With Broadramp's MCDS, the user experience with WebHD is unrivaled as users instantly stream video content without having to download a third-party player or application," stated Sean Darwish, Chief Scientific Officer for BroadRamp. He added, "MCDS makes your content easy to distribute, manage and view anywhere in the world and our WebHD is full screen, high definition video with audio output supported by Dolby 5.1 Surround Sound. We have taken every step necessary to make MCDS the most robust best-of-breed video

solution available anywhere, and it follows that we are seeking quality partners like MAVRIC Media, adding to the MCDS offering at every turn.”

Broadramp’s MCDS WebHD advanced technology dramatically reduces the bandwidth requirements for viewing high resolution video content over the Internet through their patented compression technology and is independent of operating systems and can be used on Mac or PC. Broadramp’s MCDS WebHD product integrates encoding and content conversion, media hosting, streaming media services, and P2P-enabled CDN network solutions for clients. Applications, e-commerce, and dynamic database linkages may be integrated into the MCDS content stream and managed in a thin-client architecture, enabling new ways to monetize online content. To prevent piracy and content re-distribution, BroadRamp has developed a digital rights management (DRM) solution called Total Rights Management (TRM™). The system incorporates a nine-layer security architecture when enabled within MCDS.

MAVRIC Media’s hosted digital asset management toolkit provides enterprise-level products and features that are quickly deployable and affordable for creative professionals. These tools include Asset Engine, a hosted digital asset management solution where users gain instant access to their own custom database for managing, storing, searching, cataloging, downloading and uploading content. Boost™, is MAVRIC Media’s new high speed file transfer product powered by Aspera Inc. It allows users to send large files of any format, over any network, at any distance at unprecedented speeds bypassing traditional FTP methods. The MAVRIC Media creative toolkit provides users the ability to organize and monetize their media content, speed the creative process workflow, collaborate between multiple locations and now, to distribute the resulting content in streaming high definition resolution on-line.

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About MAVRIC Media

Based in Northern California, MAVRIC Media provides hosted digital asset management tools in a web-based, self-serve, secure environment, enabling online collaboration, re-purposing and sharing of rich digital media. It is extremely easy to use, accepts all types of digital media formats and content can be directly streamed from the database or downloaded. The application stores and archives media content in an easy-to-use interface with thumbnail and browsing capabilities, has permission enabled uploads and downloads, collaboration tools and a built-in search engine. MAVRIC Media is an acronym for Media, Archival, Viewing, Repository, Indexing and Cataloging of digital media assets. The Company continues to build its toolkit offering and in addition to its full service database, currently includes high speed file transfer capabilities, full screen HD web streaming video, a community resource to share media between work groups, an ecommerce function for selling and purchasing media, and will soon have built-in file translation and interface to proprietary systems and workflow process management tools. For more information please visit www.mavricmedia.com

About BroadRamp, Inc.

BroadRamp Inc. delivers the only seamless, universal content and application delivery platform, the CDS™ Content Delivery System. BroadRamp’s CDS converts existing content into online interactive multimedia and delivers it seamlessly and securely online. Headquartered in San Antonio, Texas, BroadRamp is a privately held, venture capital-funded company. For more information about BroadRamp and MCDS, please visit the company’s Web site at www.broadramp.com.