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MAVRIC Media Partners with Aspera, Inc. to Bring Industry Leading File Transfer Capability to SMB Clients Over the Internet

LOS ANGELES, December 5, 2007 - MAVRIC Media, a web-based digital asset management company, today announced a partnership with Aspera Inc., developer of industry-leading bulk data transport software, to offer high speed file transfers through a web-hosted environment. Under the terms of the agreement, introduced at Digital Video Expo, MAVRIC Media will integrate Aspera's *fasp*[™] technology platform into its hosted database tool for creative professionals in small to medium sized businesses, (SMB).

This partnership will provide individuals and small businesses with a solution to work with distributed team members who need to collaborate on creative projects that depend upon exchanging large files. MAVRIC Media will extend its popular user interface for the management of digital media assets with Aspera's technology to bring high speed data transfer of rich digital assets to its subscribers. Simple transaction based file transfers will be offered before the end of the year, and a fully integrated solution will be available in January 2008 with three different types of MAVRIC Media hosted accounts.

"We are excited to introduce our clients to this high-performance, innovative file transfer solution which solves the problem of sharing even the largest file-based assets, providing our users with increased productivity and decreased operational costs," explains Breene Kerr, Founder of MAVRIC Media. "Adding Aspera's technology that is widely used throughout the largest media and entertainment companies for high-speed file transfer supports our core mission of offering enterprise class creative tools in a hosted environment. Clients can be up and running with this state-of-the-art in enterprise-class file transport literally in a few minutes using our web-based service."

MAVRIC Media solves the operational challenge of managing various file formats, sizes and transfers between various teams of people by offering a rapidly deployable, cost effective, hosted digital media management database. This hosted environment enables online sharing and collaboration of digital media content regardless of file format or size, and clients can instantly publish rich media assets to their private, branded, secure, web-enabled database. Through MAVRIC Media, companies or individuals can effectively manage, store, re-purpose and capitalize on their media assets, increase workflow productivity and enable the collaborative process between various locations.

MAVRIC's hosted offering is the first availability of Aspera's high speed bulk data transfer technology in a hosted environment for smaller businesses and freelance creative professionals. Through MAVRIC Media, creative professionals -- video production companies, virtual marketing teams, advertising agencies, printers and publishers – can take advantage of Aspera's distance-neutral transfer performance, breakthrough high speed, and bandwidth control, in content creation, collaboration and distribution.

The time-critical production process is plagued by delays due to fact that large data sets must frequently move long distances, and over a variety of network environments. SMB clients can now move any large file format at even global distances with full bandwidth utilization, precisely predictable transfer speeds and complete security, through MAVRIC Media utilizing Aspera's *fast* 2.0 platform. Aspera file transfers run at full bandwidth capacity regardless of network distance; on a typical DSL, T1, or T3 link this represents speed increases of 2-50X over standard FTP, and even higher speed increases over higher bandwidth links, a tremendous improvement when transferring large video or graphic files. Furthermore, transfer times are predictable, and do not vary with inevitably changing wide area network conditions.

“Rich media content creation has evolved from the enterprise into a broader market and MAVRIC Media's offering of Aspera technology assists content creators of all sizes in sharing their work,” said Jim Atkinson, Vice President, Sales and Business Development at Aspera. “MAVRIC Media's innovative hosted asset management solution brings Aspera's technology, used widely to power file transfers throughout the digital media supply chain, to media professionals for file-based collaboration and consumption.”

Current MAVRIC Media clients will soon be able to see the Aspera file transfer option in their database menu, targeting a January 2008 release. All MAVRIC Media clients will have access to the Aspera client upload/download option for a small additional charge, and ongoing service options priced according to the number of database users, bandwidth and storage requirements.

About MAVRIC Media

Based in Northern California and founded in 2007 by digital media veterans, 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. MAVRIC Media is an acronym for Media, Archival, Viewing, Repository, Indexing and Cataloging (of digital media assets). A custom MAVRIC Media database can be set up in a few minutes at www.mavricmedia.com using an automated, online transaction process. 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, permission enabled uploads and downloads, collaboration tools and has a built-in search engine. For more information please visit www.mavricmedia.com

About Aspera Inc.

Aspera Inc. is a privately held software development company located in Emeryville, CA, creating innovative high-performance bulk data transport technologies. Aspera's *fast*[™] 2.0 software transport platform provides maximum speed, complete security, and breakthrough bandwidth control at global distances. With several thousand endpoint and server licenses installed world wide, *fast* software products are becoming the industry standard for high-speed transfer of digital content in the media and entertainment marketplace, and quickly becoming the technology of choice for large enterprise-wide, Fortune 500 companies. Current customer deployments support transfers between six continents, and the dramatic savings in time, cost, and productivity have resulted in major companies such as Microsoft, Isilon Systems and Hewlett Packard to partner and integrate Aspera software into joint technology solutions. Products include file transfer server/cluster software, desktop and web clients, and complete transfer management applications for centralized tracking, bandwidth control, and monitoring, as well as a flexible, open SDK for embedded use. For more information please visit www.asperasoft.com

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