



FOR IMMEDIATE RELEASE
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VIDEOBOARDS JOINS VMS

*Media Monitoring Leader Expands Offerings for Advertising & PR Industries:
New Service Captures Desired Stills of TV Commercials & Programs*

VMS, (www.vmsinfo.com) a world leader in custom monitoring, management, analysis and the evaluation of news and advertising today announced it has joined forces with Videoboards, a producer of customized photoboards of television commercials. The partnership enhances VMS' ability to provide its clients with specialized products and services that support promotional as well as competitive initiatives.

In a unique alliance, Marc David, the founder of Videoboards -- the name of the original company and product -- and Jerry Katz, owner of ColorScripts for 30 years -- the main competitor to Videoboards -- will lead this new business for VMS.

"Videoboards is a perfect complement to our suite of products and services for advertisers, their agencies and PR professionals alike," said DeWitt Mallary, VMS Senior Vice President, Ad Services. "As their businesses grow increasingly complex and challenging, we're also evolving with a more select and diverse body of offerings that are in concert with their needs. Bringing in top quality products like Videoboards help us maintain this critical strategy."

With Videoboards, VMS' clients will have access to full color, high resolution, glossy photoboards that extract the most telling visuals of a television commercial or program segment. Photoboards are 100% customizable and can be delivered in any format, page layout, frame size or number of frames desired.

Videoboards serve as an effective, easy to utilize promotional material for advertisers' salesforces and a convenient reference tool for advertising agencies. Videoboards will also be available to VMS' public relations clients, providing photoboards of news segments in the same format and quality of those for commercials. Additionally, VMS will offer Videoboards to its clients who produce public service announcements.

To find out more about VMS speak to your representative or call 800-VMS-2002. For more information about VMS Videoboards or to schedule an interview, please contact Renee Depot (212) 736-2010 or rdepot@vmsinfo.com.

About VMS

VMS is a world leader in the retrieval, management and analysis of news and advertising information providing unique services and products for public relations firms, advertising agencies and marketers worldwide.

VMS records and monitors thousands of hours of television and radio broadcast news in over 100 top U.S. and international markets everyday enabling it to proactively manage public relations efforts whenever broadcast or Internet news of interest occur.

VMS' global advertising library is the largest in the world containing over 1 million television, radio, print, outdoor and Internet ads and provides a vital resource for staying up-to-date on the latest creative efforts of its customers' competitors.

VMS operates 16 full-service offices and 2 monitoring centers in major cities throughout the US. For more information about VMS call (800) VMS-2002 or visit www.vmsinfo.com.

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