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DataBasics

DataBasics distributes Equilibrium's DeBabelizer - Press release July 2007

FOR IMMEDIATE RELEASE

Equilibrium Signs Master Distributor Agreement with DataBasics

To Launch DeBabelizer Product Line in Australia and New Zealand

SAUSALITO, CA, July, 16th, 2007 – Equilibrium (Sausalito, CA), the world's leading provider of automated media processing desktop and server software, today announced a master distribution agreement with DataBasics, Pty. Ltd., Australia's leading software distributor of desktop and server workflow solutions, to distribute Equilibrium's popular DeBabelizer series of automated media processing software throughout Australia and New Zealand.

"Australia has been a very strong market for us outside the US in the past," said Sean Barger, President and CEO of Equilibrium. "We're excited to partner with DataBasics to provide local creative and production professionals the tools they need to increase productivity by automating their media processing. It is particularly important for us to find regional partners with substantial interest in this space as we are launching our major new release of DeBabelizer Pro 6 internationally. It became clear to us that DataBasics has an outstanding knowledge of the market and a true appreciation for the power of automation and workflow technologies."

"Having the most complete range of any distributor in Australia of creative business solutions," said Ricky Patten Director, DataBasics, "there is no doubt that Equilibrium's best-of-breed solutions and time tested technology is perfect for us. Equilibrium's product line touches virtually every market we cover in Australia and brings a substantial productivity gain for our existing customer base, from the desktop to the enterprise."

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About Equilibrium

Founded in 1989 and based in Sausalito, California, Equilibrium develops and markets automated media processing and delivery solutions for the desktop, workgroup and enterprise. Equilibrium's award-winning DeBabelizer Pro 6 Client/Server and patented MediaRich CORE Platform enable content designers and information workers to streamline digital production workflow and reduce costs through automation. DeBabelizer Pro 6 Client/Server customers include independent content publishers and large enterprises such as Sony Online Entertainment, Madacy Entertainment Group, Electronic Arts, Verizon, PG&E, DirectTV, OpenTV, ESPN, The Getty Museum and NASA.

©2007 Automated Media Processing Solutions, Inc. d/b/a Equilibrium. All rights reserved. U.S. Patent Numbers 6,792,575 and 6,964,009 for automated media processing and dynamic multi-platform delivery. Equilibrium, MediaRich and DeBabelizer are trademarks of Equilibrium.

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About DataBasics

DataBasics is a major distributor of leading IT products in Australia, New Zealand and South East Asia specialising in creative business solutions for prepress, networking, internet and productivity.

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