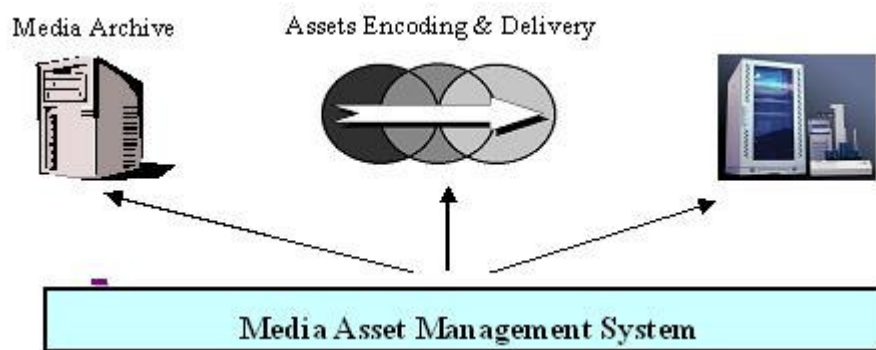


June 30, 2004, 10:00 US Eastern time zone

DVDemand launched its print2DVD ver. 1.0, an automatic DVD authoring application that can be integrated into almost any Digital Asset Management system.

Shefayim Israel --June 30, 2004--

DVDemand's second product, Print2DVD, is an automatic DVD authoring application that can be integrated into almost any Digital Asset Management system (DAM), allowing the printing of authored DVDs from a managed repository. DAM systems are used by content providers and multi-branch organizations to centralize and manage rich media (video and audio commercial ads, graphic designs, brochures, etc.), and deliver it to users after conversion to the requested format. The following illustrates a DAM system and Print2DVD's position within the system:



Print2DVD is an integrative and flexible tool:

- ✓ Can be integrated to almost any Digital Assets Management systems.
- ✓ Can be integrated to almost any digital archive
- ✓ Can be integrated to almost any PC controlled duplication equipment