



DENVER NEWSPAPER AGENCY

PUBLISHER OF THE DENVER POST AND ROCKY MOUNTAIN NEWS

FOR IMMEDIATE RELEASE

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Post, News Offer “Streaming “ Ads On-Line

DENVER (October 22, 2003) – In an industry-leading blend of print, on-line and virtual media, the Denver Newspaper Agency, publisher of *The Denver Post* and *Rocky Mountain News*, has begun offering streaming video advertisements through its family of web sites.

The new product from the publisher of the two daily newspapers transforms one-dimensional ads into “broadcast” style commercials that can be viewed from an office or home personal computer.

Called Virtual Videos, the new advertising service is operated in partnership with Denver-based Broadband Video, a full service provider of streaming media.

“For companies that don’t have television commercials or can’t afford the high cost of advertising on broadcast or cable TV, Virtual Video is a smart alternative,” said Fran Wills, vice president of interactive media and community relations for the Agency.

Jock Mirow, founding partner of Broadband Video, said his company was “thrilled to partner with the Denver Newspaper Agency on this ground-breaking project. Efficient production processes combined with our streaming and database management technology has allowed us to provide this new technology at a price point that has tremendous value to advertisers.”

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Virtual Videos are produced for a fraction of the cost of traditional broadcast commercials. But they still retain features such as full-motion video, voice-overs and sound tracks, as well as branding and hyperlinks to the customer's site.

In only a few weeks of operation, Denver area advertisers that have signed up for Virtual Video including such well known names as Kacey Fine Furniture, Einstein's, Lowes, Public Storage and Oakwood Homes.

Stacey Sedbrook, online manager for the Agency, said Virtual Videos are ideally suited for companies seeking to recruit new employees, real estate companies, travel and entertainment-oriented companies.

Sedbrook said the partnership of the Agency and BroadbandVideo will turn around customized videos within 48 hours of receipt of material.

A minimum of Windows 98, and Windows Media Player, are required to access Virtual Videos.

Denver is a Top 3 Internet market nationally, but the Denver Newspaper Agency's family of web sites – *DenverPost.com*, *Rocky Mountain News.com* and *Post-News Marketplace.com* – are No. 1 in web traffic, receiving 31 million page views and 2.6 million unique visitors per month, according to an independent audit by the Audit Bureau of Circulation.

For information about Broadband Video, please contact Denny Reinert, vice president of sales and marketing, at 303-488-4015 or 303-882-0503 or dreinert@broadbandvideo.com.

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