



Press Release of June 17, 2010

OESP MIDIA (Brazil) selects X-MEDIA to optimize its websites production workflow

GRUPO ESTADO, one of largest press group in Brazil, selected for its OESP MIDIA subsidiary the XIBUX web platform to organize the complete production workflow of the thousands of web sites sold by OESP Midia to its advertisers.

OESP Midia is a major directory publisher in Brazil, both in print and online, who experiences great success with its mini-website package offering its advertisers the full creation and hosting of their web site. To cope with such a steady growth, Xibux was the obvious solution for OESP Midia.

By enabling a fully collaborative production workflow, under control of precise user rights, Xibux will indeed allow OESP Midia to streamline all of the web site creation and update processes, and to reduce production delays.

OESP Midia also has the ability to let its advertisers update themselves the content of their mini-web site in self-service mode through Xibux, thus making the sites always more reactive and up-to-date.

With Xibux, X-Media encompasses in its current portfolio another solution 100% dedicated to Directory publishers, and widens even more its online expertise.

This project in Brazil reinforces yet again the international expansion of X-Media, currently present in 25 countries around the world!

About GRUPO ESTADO

Founded in 1875, GRUPO ESTADO is one of Brazilian's largest media publishing groups. GRUPO ESTADO is much more than a newspaper publisher. It is a full-scale multimedia group comprising newspapers, radios, printhouse, Internet portals, magazines and directories.

"O Estado de São Paulo" is a daily newspaper published in the state of São Paulo, Brazil, and distributed mainly nationally. It has the second largest circulation in São Paulo and is today, one of the most important newspaper in Brazil.

GRUPO ESTADO publishes also the "Jornal da Tarde" and owns "OESP Midia", the radios Eldorado AM and FM and the Estado Agency, largest news agency in Brazil.

OESP MIDIA publishes several directories B2B and B2C (Guia OESP, Listao, etc..) and also the websites www.ilocal.com.br and www.guiasoesp.com.br.

See also : www.grupoestado.com.br

About X-Media

Since 1992, X-Media is a leading solution provider for the media industry and is now strong of 350 customers across 25 countries.

With its subsidiaries companies, X-Media offers a wide range of solutions dedicated to the media industry, which cover the following activities: advertising system, display ad production, automatic pagination, self-procurement portals, circulation, subscriptions, etc.

See also: www.x-media.fr

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