



Press Release

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Signiant Digital Media Distribution Management Suite Offered Through EMC Select Program

--EMC to resell Signiant's Digital Media Distribution Management Suite --

Burlington MA. April 5th 2007 -- Signiant®, Inc., the leading developer of digital media distribution management solutions for the media and entertainment industry, today announced that EMC Corporation, the world leader in information infrastructure solutions, will resell Signiant's Digital Media Distribution Management Suite through the EMC® Select Program.

As part of EMC Select, Signiant customers and prospects will be able to leverage EMC's strong global sales force and established network of worldwide resellers. The addition of Signiant's suite of products to the EMC Select portfolio of third party products helps round out EMC's broad range of offerings to the media and entertainment industry, including best in class networked storage systems and open software, including EMC Documentum® and EMC AVALONidm™. Signiant's Digital Media Distribution Management Suite will provide customers who are in need of a digital media distribution strategy a unique integrated software solution that manages, secures, automates and accelerates the movement of their rich media files.

"Our Digital Media Distribution Management solution, combined with EMC's extensive product portfolio, makes this relationship a very compelling option for companies in the media and entertainment industry," comments Rick Cramer, Signiant's Senior Vice President of Global Operations. "As a member of EMC Select, our solutions can now be sold globally by EMC's industry experts, enabling our customers around the world to take full advantage of our combined solutions and expertise from a single source."

“Signiant’s Digital Media Distribution Management Suite is a strategic solution for customers who are in the business of creating, managing and distributing content,” comments Mike Wallerstedt, Director of Global Telecommunications, Media & Entertainment Industries at EMC. “Signiant’s open and integrated technology enables customers to rapidly deploy a solution that fits seamlessly with their existing storage infrastructure to enhance, automate and extend their every day operations.”

About Signiant’s Digital Media Distribution Management Suite

Signiant’s Digital Media Distribution Management Suite is the industry’s only integrated solution that can simultaneously manage, secure, automate and accelerate digital media workflows. It is specifically designed to help rich media content creators and producers, including broadcasters, film studios and post production houses, media delivery services and portals, easily implement a digital media distribution strategy for their file-based workflows.

Signiant’s new software suite allows users to easily share, repurpose and move their digital files to more places in a shorter period of time. This means that distributed teams, business partners and outside vendors can easily share and exchange files regardless of size. Signiant’s technology also allows easy delivery of high-value digital content to Internet and mobile portals and lets users acquire and exploit community-generated content. This will ultimately enable users to monetize rich media assets in new and emerging media business models and meet time-to-market demands.

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About Signiant

Signiant (www.signiant.com) is the leading developer of digital media distribution management solutions for the media and entertainment industries. Signiant provides its customers with the only integrated, open software solution that manages, secures, automates and accelerates their digital file-based workflows to efficiently move and distribute content throughout their ecosystem and to more media outlets, in less time. Signiant is headquartered in Burlington, MA with development facilities in Ottawa, Ontario, Canada and offices in New York, Los Angeles and Manchester, UK. Read the Signiant blog at <http://www.digitalmediagalaxy.com>

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