



Inergize Digital Boosts Media Relationships with Download Capabilities from Mirror Image Internet

Reliable Object Caching, Digital Download Services Are Key to Helping Media Properties Transition from Analog to Digital Media Environments

MINNEAPOLIS, MN and TEWKSBURY, MA – June 30, 2008 – Inergize Digital, an interactive Web services provider to media companies, and Mirror Image® Internet, a leading provider of content delivery solutions powered by a patented global network today announced that Inergize Digital is leveraging the Mirror Image network to reliably deliver Object Caching and Digital Download Services.

Inergize Digital assists media properties as they make the transition from an analog media environment to a digital media environment. Inergize Digital focuses on helping stations build a digital distribution strategy that allows them to extend their reach in the marketplace; increase effectiveness for advertisers; drive new revenue streams; increase share of time and provide engaging opportunities with advertisers. Inergize Digital works with various departments at television stations to teach their staff how to best integrate the Web into their everyday operations.

"Mirror Image offered the best performance for object caching and was flexible on meeting our business requirements," said Michael Tholkes, Vice President of Operations for Inergize Digital. "We evaluated many other content distribution networks before selecting Mirror Image. We are confident that it will help us reduce our future capital costs, because we will not need to add additional hardware to support traffic as it increases. We plan to off-load traffic to our data center by caching our objects on the Mirror Image network, which will increase the speed of delivering our assets to consumers."

"We are very proud of the services we are able to offer Inergize Digital as the company looks to enhance its offerings," said James G. Hart, Vice President, Sales and Marketing at Mirror Image Internet. "With our unlimited global capacity and patented network, we are able to support Inergize Digital's increased traffic and the fast delivery of objects and digital media to their consumers. This gives media properties the chance to transition smoothly into the digital age."

About Inergize Digital

Inergize Digital operates more than 59 Media Web sites in 39 markets. A division of Newport Television, the unit provides media properties with systems, technology, sales and marketing strategies to compete in a digital world. The multi-platform digital management system provides stations with an integrated solution to distribute content and serve their local communities and advertisers.

About Mirror Image Internet

Mirror Image Internet, Inc. combines a patented global network with results-driven content delivery solutions to help customers deploy, monitor and refine online strategies. The company's track record of success has given leading retailers, advertisers, media companies and enterprises the control they need to maximize assets and reduce costs while enhancing the visitor experience.

Recognized by *Internet Retailer Magazine* as the 2007 Vendor Leader in the Content Delivery Network Category and *EContent Magazine* as one of the 100 *Companies That Matter Most* in the digital content industry, Mirror Image is a U.S.-based company incorporated in Delaware and headquartered in Tewksbury, Massachusetts. Mirror Image was founded in 1997. For additional information, please visit www.mirror-image.com or call +1 (866) 374-4113.

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