

PRESS RELEASE

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TXT Polymedia selected by Telecinco for its new portal www.telecinco.es.

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www.telecinco.es, went live on January 7, marking the launch of the Spanish broadcaster's new Internet site, developed by TXT Polymedia using both its Content and Asset Management platform.

The portal is oriented towards a youthful audience, boasting a modern and appealing look & feel. The site has been cleverly designed to enhance interaction with users and to be globally innovative.

The portal hosts the broadcaster's whole program, emphasizing in particular its TV series whilst offering a unique access point to relevant websites.

From design to release, the portal took just two months, including training of editorial staff, who are now completely autonomous in updating all content. This is possible thanks to the distinctive, user-friendly features of the tool and the extensive application knowledge of TXT Polymedia's team.

The project includes complete portal management, hosted by TXT Polymedia's own server farm in Milan.

***TXT Polymedia**, is a leading company specialized in products and services for Multichannel Content Management & Media Asset Management to broadcasters, media e telcos. TXT Polymedia, is a fully owned subsidiary of TXT-e solutions.*

***TXT e-solutions** (www.txt.it) is an international player whose core- business is Strategic Enterprise Solutions and related proprietary software, specialized in Content Management and Demand & Supply Chain Management. Listed in the Milan Stock Exchange TechStar and Allstars segment (TXTS & TXTMI), the company has a workforce of about 500 professionals. TXT with head-offices in Milan also has subsidiaries in Genoa, Turin, Vicenza, Bari, Naples, Rome, Paris, Lyon, Barcelona, Chemnitz (Dresden), Halle (Leipzig), London and New York.*

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