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MAVRIC Media Introduces Revolutionary Media Gallery-on-Demand Technology for Managing, Storing and Publishing Content Instantly Online

Media Gallery-on-Demand Website Creation Tool and Hosting Service for Creative Media Professionals to Easily Manage Rich Media Content Online

Las Vegas (NAB Show) April 20, 2009 - MAVRIC Media, a provider of web-based digital asset management tools, today introduced the Media Gallery-on-Demand, a revolutionary tool that creates a professional business website incorporating next generation video management, media production, file transport and collaboration tools. The Media Gallery is optimized for video that is built into every hosted website, enabling creative professionals and online marketers to instantly upload, manage and showcase photos and videos in an elegant online 3D media wall enhancing their online presence in minutes.

The Media Gallery provides businesses an opportunity to quickly and easily build their own branded website and immediately upload and showcase video or any other rich media. Full administrative functionality enables users to categorize, organize and share content. Each category or asset can be assigned public or private viewing permissions and is completely secure. All common video and image file formats are supported. The website's content can be created in minutes and easily updated using MAVRIC Media's rich text editor with video insertion tools and very sophisticated, user-friendly video management tools. MAVRIC Media clients get their hosted website, unlimited email accounts and 10GB of scalable storage for the low price of \$59.95 month. The automated signup process includes domain search and registration, resulting in a live website ready for customization.

"We can change a company's online presence dramatically, quickly and easily with our hosted video application," explains Breene Kerr, Founder and President of MAVRIC Media. "Most people understand that it typically takes 4-6 weeks and around \$5000 to update or launch a video-enabled business website, but we can get a client's site up in a few minutes. Additionally, there is usually a huge on-going dependence on a web developer for site updates, but our service empowers clients to easily build and maintain a media rich website with lively, up-to-the-minute content, and they can do it all on their own for very little cost".

The Media Gallery website can be used for small to medium sized businesses (SMB) in many different applications and even enables companies to set up their own Internet TV channels. MAVRIC Media websites are designed for video production companies to manage project workflow and collaborate with editors, graphic artists and clients. Wedding videographers and photographers can showcase their work to impress clients and increase business. Corporate clients can set up marketing extra-nets organized with private and public media sharing categories at a fraction of the cost of traditional media asset management systems. In fact, any creative business can use MAVRIC Media's technology to facilitate the gathering and sharing of content while streamlining the approval and distribution of their work.

The Media Gallery-on-Demand is a versatile tool that many SMB's will find can help them dramatically enhance their online business image while giving them complete control over website content, all for a low pay-as-you-go monthly subscription. According to industry studies, more than 60% of companies plan to incorporate video into their online presence, and MAVRIC Media's Media Gallery-on-Demand will play an integral role in this industry-wide migration. E-commerce functionality is scheduled to be added in the next release of the Media Gallery (anticipated in summer 2009) which will give MAVRIC Media clients the ability to monetize their content directly from their website gallery. An interactive website to demo the Media Gallery can be viewed at www.mavricdemo.com.

About MAVRIC Media

Based in Northern California and founded by digital media veterans, MAVRIC Media is an ASP (application service provider) offering rapidly deployable, cost effective On Demand Rich Media (ODRM) Solutions as a Service (SaaS) to deliver turnkey video-optimized, gallery-on-demand website solutions. We leverage product development for P2P content distribution, scalable mobile distribution, Internet TV, and e-commerce tools, enabling our clients to monetize their media assets. MAVRIC Media's products and services are designed to provide a core set of DAM (digital asset management) and content delivery solutions to a group of customers tightly focused on the bottom line. By providing these customers with a simple, reliable and easy-to-use feature set at an attractive price point, MAVRIC Media intends to lower the barriers of adoption to DAM solutions, large file transport and other advanced technologies for a significantly underserved market segment. For more information please visit www.mavricmedia.com