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MAVRIC Media Revolutionizes E-Commerce Delivery of Games and Huge Digital Media Files Enabling Companies to Electronically Deliver Content Regardless of Internet Connection Speeds

MAVRIC Media and Noesis Interactive team up to enable clients to download games and video content using SalesBOOST™ up to 75X normal speeds

LOS ANGELES, (SIGGRAPH Show, Booth #1519) August 12, 2008 - MAVRIC Media, a provider of web-based digital asset management and content delivery tools, today announced that Noesis Interactive, a developer of training tutorials for the video gaming community has adopted MAVRIC Media's SalesBOOST electronic delivery service to enable consumers to digitally download Noesis products. This technology will facilitate all e-commerce related delivery of these massive files.

"SalesBOOST facilitates digital downloads of huge files through our e-commerce engine, and for the first time, we have the ability to electronically deliver our tutorials to the video gamer who does not want to wait for their DVD to arrive in the mail," said Dave Larson, Chairman of Noesis Interactive. "Hard media delivery can take from several days for U.S. customers to one or two weeks for international shipments, so SalesBOOST is a huge financial benefit for us and the customer because we both save time and money, further, it eliminates the daily hassle involved to produce, package or ship hard media. The technology in SalesBOOST accommodates huge files and delivers extremely fast downloads over the Internet to our consumers – this streamlines the sales process and positively impacts our profit margins."

SalesBOOST is designed to provide easy-to-implement order fulfillment for companies who sell digital media content such as game titles, films, music videos etc. Whether using e-commerce engines or traditional sales methods, SalesBOOST streamlines the sales process, eliminating the cost of producing, packaging, shipping, and time wasted in delivering content to customers, and is up to 100X faster than FTP. Companies using SalesBOOST simply upload titles to their hosted account once where it is securely stored in the MAVRIC Media datacenter for unlimited number of single purchase downloads at accelerated transfer rates. SalesBOOST features a full tracking mechanism with download notification and return receipt so the electronic delivery can be efficiently managed. Traditional shipping methods can be eliminated altogether, saving tremendous cost for both the merchant and customer.

"MAVRIC Media has chosen to call on industry veterans like Dave Larson to help us design and implement our product strategy so we can solve real world problems for real customers," said Donald D. Smith, Vice President of Sales and Business Development for MAVRIC Media. "SalesBOOST accommodates video files

which typically range from 300MB to over 10 GB, and is an ideal solution for anyone who is selling content over the Internet, but has been inhibited by slow internet connection speeds, unreliable FTP transfer services or delays in shipping hard media.”

After setting up a SalesBOOST account with MAVRIC Media, companies can upload content to secure servers where it is stored for purchases. When an item is selected and purchased through the company storefront and shopping cart, the order can be fulfilled automatically using an API, or manually by simply logging into a SalesBOOST account that contains pre-loaded content. The selected sales item is then authorized for a single download delivery and an activation email is sent to the purchase recipient. Upon completion of the download, a return receipt and confirmation of delivery is sent to the merchant. Implementing and managing a SalesBOOST merchant account can be handled exclusively through an easy-to-use browser interface where content is typically uploaded using MAVRIC Media’s self-serve high speed file transfer service called BOOST. Content for uploading can also be shipped on hard media directly to MAVRIC Media if the merchant’s bandwidth connection is slow and limited.

“I have known and worked with the founders of MAVRIC Media for many years and I am excited about the direction they are going and that we have participated in helping develop products and services which increase my company’s efficiency and profitability,” explains Larson. “Our business is about developing tutorials, not spending our time on shipping, so we appreciate being able to deliver content so easily – and, MAVRIC Media’s download connection speed of 100mbps makes our clients very happy too.”

SalesBOOST gives both small and large companies a better way to monetize content over the Internet, to track it, and to integrate it into their sales process no matter what Internet connection speed is available. MAVRIC Media creates lower cost of sales while facilitating increased sales to both domestic and international markets without having to increase overhead, DVD production, shipping and logistics costs. SalesBOOST dramatically shortens the delivery cycle to the consumer, gives a merchant the ability to store once and sell many times, and provides immediate sales income. It truly brings e-commerce to the digital age.

About MAVRIC Media

Based in Northern California and founded by digital media veterans, MAVRIC Media provides digital asset management tools in a web-based, self-serve, secure environment, enabling online collaboration, re-purposing and sharing of rich digital media, from ingest to management, to production to distribution and consumption of content. MAVRIC Media is an acronym for Media, Archival, Viewing, Repository, Indexing and Cataloging of digital media assets. MAVRIC Media products and services are available at www.mavricmedia.com using an automated, online transaction process. They are extremely easy to use, accept all types of digital media formats and are securely encrypted. For more information please visit www.mavricmedia.com.

About Noesis Interactive

Noesis Interactive is the premier developer of training materials for game modders and indie-developers, multi-disciplinary artists within fields such as: game design, programming, 3D and 2D art, machinima, UI design and web development. Working with leading game studios and software developers such as Valve Corporation, Avid Technology, Inc., and Autodesk, Inc., Noesis actively expands the knowledge and creativity of its user base preparing them for industry careers or independent production. Noesis Interactive is dedicated to improving gaming related education worldwide, both within academic institutions and through online educational content distribution. For more information visit www.noesisinteractive.com.