

XTREME ADS

XTREME INFORMATION'S ARCHIVE OF MORE THAN THREE MILLION ADS IS GROWING AT THE RATE OF 60,000 NEW EXECUTIONS PER MONTH AND COVERS MORE THAN 55 COUNTRIES WORLDWIDE

GLOBAL REPOSITORY

Whether you are looking for a particular spot, researching a brand, or checking a whole sector; in a single market, across several countries, or around the world – Xtreme Information can help you.

We offer three solutions for locating the ads you need:

1. At www.ads.xtremeinformation.com you can access our whole archive, search by several different criteria and purchase, view and download ads instantly.

2. Our experienced Client Services team can conduct searches on your behalf, compile a selection of relevant advertising and despatch it to you within hours.

3. Our Information Department specialises in taking care of more complex searches such as slogan checks, themed searches, music searches and ad credits.

In addition to electronic delivery, we offer hard copy formats – VHS, U-Matic, CD and DVD.

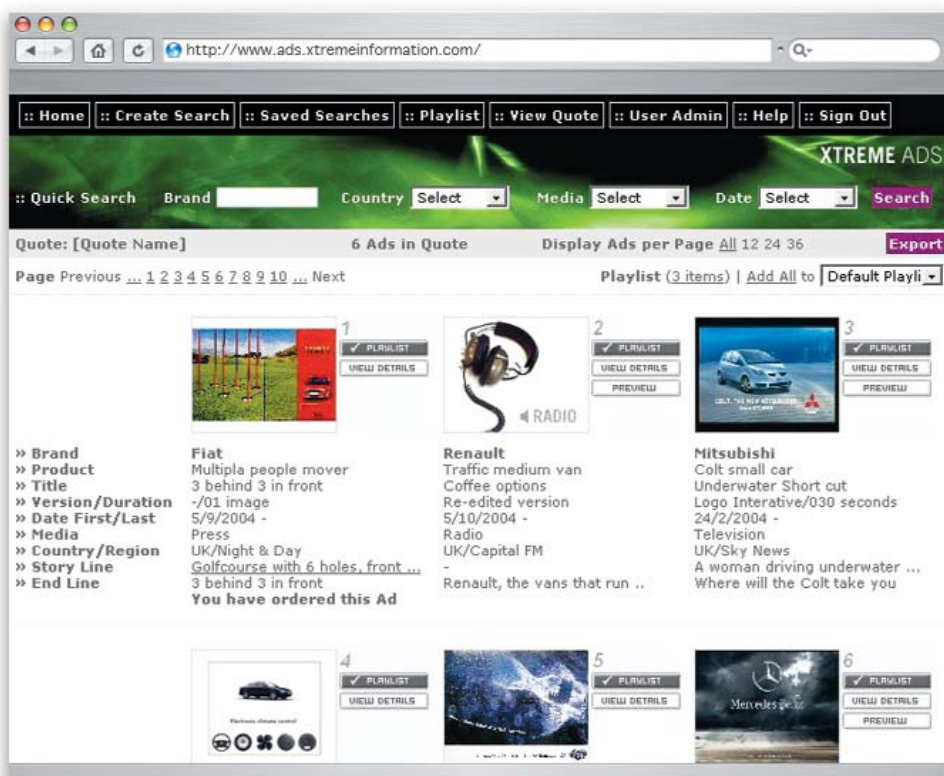


VIEW THE AD ONLINE OR DOWNLOAD IT DIRECT TO YOUR DESKTOP

BENEFITS

- **Search the world's biggest archive** – with more than three million assets, our archive is the most comprehensive global repository of advertising
- **See the new ads first** – European TV ads* are loaded onto our central database within 24 hours of first air date. International ads are available within four weeks
- **Work where you want to, when you want to** – www.ads.xtremeinformation.com is accessible 24/7

* Austria, Belgium, Denmark, Eire, Finland, France, Germany, Italy, The Netherlands, Norway, Pan-Europe, Spain, Sweden, Switzerland, UK



SEARCH BY BRAND, CATEGORY, COUNTRY, DATE, MEDIA, PUBLICATION OR CHANNEL

XTREME
INFORMATION

KEY FEATURES

Easy to search

Our easy-to-use search facility enables simple or complex queries to be answered in seconds.

- TV, cinema, radio, press, outdoor, direct mail, Internet, email, viral and ambient media available
- Ability to search by brand, category, country, date, media, publication and channel
- Order search results by advertiser, brand, date, media
- Optional e-mail alert of new material

Instant View

We do all the background work so you can view the spots you need in the way you want.

- Pay to view standard resolution TV spots/press ads directly on the site
- Pay to download TV spots directly (select from three file sizes – Standard or High Quality media player or MPEG 1)
- Pay to download press ads (JPEG or PDF) directly from the site or by e-mail

Safe, secure and flexible

We are extremely flexible. Need to add extra users? No problem.

- Individual access details issued to each authorised user
- Additional passwords available – share the information

Xtreme Direct service

- Site look and feel can be customised to match your corporate colours and identity
- Site can be seamlessly integrated into existing 'extranet/intranet'

TECHNICAL SPECIFICATION

Minimum requirements

Each confirmed end-user of Xtreme ADS should meet the following minimum requirements:

- Pentium class P.C. 1Ghz suggested minimum with 128Mb Ram for Windows 2000 and 256 Mb Ram for Windows XP. 50 Mb free disk space
- Internet Explorer 5.5, Netscape 6.0, Mozilla Firefox, Safari
- Real Player Real One – the free player is sufficient
- Soundcard and speakers or headphones
- Some sites require MS Excel for exported data

Hosting and access

Access to the website is by unique access code and password; the material is held on a server hosted by Xtreme Information in London.