

## **UNIT.NET TIE UP WITH BAVARIA FILM INTERACTIVE**

*Online corporate communications market leaders embark on co-marketing activities*

### **Frankfurt, Germany – 20 October 2003**

Unit.Net Deutschland GmbH ("Unit.Net"), part of Virtue Broadcasting plc, a leading European provider of webcasting solutions to corporates, today announces that it has embarked on a series of co-marketing activities with Bavaria Film Interactive ("BFI"), one of Germany's largest production houses. The two companies will be working together on promotional activities around Internet World Germany on October 20<sup>th</sup>.

The increased cooperation and combined marketing efforts is a logical continuation of both companies' strategic focus on both internal and external corporate communications. The companies had a joint customer event on October 16<sup>th</sup> at BFI's studios in Cologne, Germany, to present the product and service offering to prospective clients.

This event will be followed-up with another joint campaign at the Internet World Conference in Munich, Germany, where directors of both companies have been selected as keynote speakers in the area of IP based communications.

Klaus Ackerstaff, CEO, Virtue Broadcasting Operating Board, said: "We have worked with BFI on a number of projects over the past year and our shared marketing objectives mean that co-operation of this sort is the next obvious step. We are proud to have a partner of the calibre of BFI and we look forward to undertaking future activities of this sort with them.

Achim Beisswenger, Head of Sales & Marketing at BFI, said: "BFI and Virtue share a focus on providing leading edge products for the online corporate communications marketplace and therefore this partnership is an obvious development of our already close working relationship. BFI and Virtue are both leaders in their fields so this is a true best of breed partnership that we hope will generate significant benefits for both parties."

### **About Unit.Net**

Unit.Net, the Continental European trading arm of Virtue Broadcasting plc, is a leading streaming media solutions provider enabling corporations to communicate both internally and externally, to support their business goals, cost-effectively. Unit.Net provides organizations with the technology infrastructure and software solutions, which empower them to create and deliver communications messages that complement their global communications strategies.

[www.unit.net](http://www.unit.net)

### **About Bavaria Film Interactive**

BFI is an affiliate of Bavaria Film, a leading European production company. The company, headquartered in Munich/Geiseltal, develops and implements concepts for integrated corporate communications, including benchmarking tools. As a creative production company, BFI provides the full range of services in movie, TV and post-production, and can count on a strong partner – the Bavaria Film Group. Thanks to the strong partnership, the customer benefits from the expertise and technology of a world-leading organisation - from format development to TV production - as well as the management of the entire production chain including post-production.

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