



IMD TO USE VIRTUE SOLUTION FOR ITS LEARNING NETWORK

London, UK – 22 March 2004

Virtue Broadcasting (Switzerland) Ltd. ("Virtue), a leading European provider of online corporate communication solutions to large organisations announces today it has once again been selected as the webcasting provider for IMD, one of the world's leading business schools, for 2004.

The IMD Learning Network is comprised of more than 140 global companies with a shared passion for learning, and a shared commitment to attract, develop and retain people. The Network helps drive IMD's research agenda and contribute to its governance. One of the core services within the Learning Network is a series of weekly interactive learning broadcasts, the IMD Wednesday Webcasts, which are delivered using Virtue's innovative solutions.

The IMD Wednesday Webcasts are viewed exclusively by executives from the member companies and accessed via the IMD Learning Network site from the convenience of their desks. The events are broadcast live and then remain available for on-demand viewing. Using Virtue's unique delivery platform, IMD is able to create, manage, deliver and gather viewer statistics with no need for hardware or software installation – providing IMD with the flexibility and control necessary, cost-effectively.

Carlos Cordero, IMD Learning Lab's Manager, said: "The IMD Wednesday Webcasts has since its introduction proven to be a success, thanks in part to the quality and reliability of Virtue's solution for the delivery of our weekly learning webcasts. Selecting Virtue as our supplier for the coming year was an easy choice given the positive results in the past and their innovative delivery platform, which provides us with added control of the entire process."

Viewer feedback has reinforced the value of complementing IMD's Learning Network with the IMD Wednesday Webcasts:

Dow executive: "This webcast is a convenient way to stay tuned with business concepts and their real life applications. Its delivery is very appropriate for busy folks like most of us."

ABB executive: "Learned of the Wednesday Webcasts only at the end of last year as one executive of my own company was speaking. Interesting concept and I intend to participate to as many upcoming webcasts as possible."

Danisco executive: "I think this service has evolved into a very high quality service with respect to content, delivery and technology."

Since mid 2001 Virtue has been supplying IMD with webcasting services. The IMD Wednesday Webcasts have experienced much success and are viewed by more than 20'000 target individuals monthly.

About Virtue Broadcasting Plc

Virtue Broadcasting Plc, is a leading streaming media solutions provider in Europe enabling corporations to communicate both internally and externally, to support their business goals, cost-effectively. Virtue provides organizations with the technology infrastructure and software solutions, which empower them to create and deliver communications messages that complement their global communications strategies. It is headquartered in London, and has offices in Zurich, Frankfurt, Stockholm, Madrid and Sydney.

www.virtuebroadcasting.com

About IMD

IMD is an independent not-for-profit foundation located in Lausanne, Switzerland. As the most international of executive education institutions, IMD is the "global meeting place." IMD's "Real World. Real Learning." approach and market-based research generates take-home value for program participants and their companies. IMD helps its clients find innovative ways to sustain their global competitiveness.

www.imd.ch

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