



NATIONAL ASTHMA COUNCIL AUSTRALIA SELECTS VIRTUE BROADCASTING TO DELIVER ITS FIRST ONLINE CONFERENCE

Sydney, Australia - 26 August 2003

Virtue Broadcasting ran an online conference titled 'Children Asthma & the Real World' for the National Asthma Council Australia with the event being supported by an educational grant from Merck Sharpe & Dohme.

Dr. Ron Tomlins, Chairman of the National Asthma Council Australia, said: "The smooth delivery of the event was a good example of Virtue's professionalism and experience."

The event was delivered using Virtue's platform which allowed expert panellists to reach General Practitioners nationally in a cost-effective way, and allow live interaction between the panellists and the gp audience. Over 150 gps attended the live event, and almost 500 gps have now viewed the conference since its live broadcast.

Klaus Ackerstaff, CEO, Virtue Broadcasting Operating Board, said: "The National Asthma Council Australia's selection of Virtue as its broadcasting provider for their conference, reinforces our leadership position within the Australian online broadcasting market."

About Virtue Corporate Services

Virtue Corporate Services is a UK operating subsidiary of Virtue Broadcasting Plc, a leader in the European streaming media industry. Virtue's delivery platform allows clients to derive the maximum benefits out of web seminar investments. By providing the ability to re-use content, re-market presentations, and extend the life cycle of events by continuing to drive viewers to relevant seminars. Virtue's delivery platform incorporates a host of front and back-end features that facilitates the management of each event and its promotion, as well as a live reporting system to track each user's viewing habits.

www.virtuecorporate.com

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