



## PEOPLESOFT SELECTS VIRTUE AS EUROPEAN WEB SEMINAR SUPPLIER

**London, UK – 15 March 2004**

Virtue Corporate Services Ltd. ("Virtue"), a leading European provider of online corporate communication solution to large organisations announces today that PeopleSoft, now the world's second largest enterprise application software company for the real-time enterprise, is pleased to continue its association with Virtue Corporate Services in 2004 for the provision of webcasting solutions.

Last year PeopleSoft launched its Virtual Conference Centre ("VCC") to support its pan-European web seminar programme. The aim of the VCC and the web seminar programme is to cost-effectively generate leads across EMEA, by complementing more traditional marketing initiatives.

Tim Ratcliff, eMarketing Manager, PeopleSoft EMEA, said: "Not only has Virtue helped PeopleSoft add a new & innovative marketing event solution to its portfolio of marketing activities, but in the same way that the internet is at the core of PeopleSoft's own applications, we saw great synergy in being able to provide easy to use online webcasting solutions to our audience"

Virtue's solution allows PeopleSoft marketing across the EMEA region to create, market, manage and track each web seminar as well as each attendee. The solution provides marketing managers with great visibility into the effectiveness of each event, and precise data on their target audience. The combination of the VCC with the web seminar programme gives PeopleSoft a very powerful medium to educate their existing customers and seek potential new ones.

Klaus Ackerstaff, CEO, Virtue Broadcasting, said: "With this renewed commitment, Virtue continues to set itself apart from its competitors, leading the way in online audio and video communication solutions. When industry leaders such as PeopleSoft continue to expand on their use of webcasting and view it as a key communication medium within their overall strategies, it clearly demonstrates the value our solutions generate for organisations worldwide. Our ongoing commitment to delivering value to our customers through innovative solutions has been key to this success."

### **About Virtue Corporate Services**

Virtue, a UK operating subsidiary of 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.virtuecorporate.com](http://www.virtuecorporate.com)

### **About PeopleSoft**

PeopleSoft (Nasdaq: PSFT) is the world's leading provider of application software for the real-time enterprise. PeopleSoft pure Internet software enables organisations to reduce costs and increase productivity by directly connecting customers, suppliers, partners and employees to business processes on-line, in real time. PeopleSoft's integrated, best-in-class applications include Customer Relationship Management, Supply Chain Management, Human Capital Management, Financial Management and Application Integration. Today more than 5,200 organisations in 140 countries run on PeopleSoft software. For more information, visit [www.peoplesoft.com](http://www.peoplesoft.com)

### **Public Relations Contact:**

Franco Fubini  
Virtue Broadcasting Communications  
Tel: +44 (0) 20 7785.6106  
Email: [publicrelations@virtuebroadcasting.com](mailto:publicrelations@virtuebroadcasting.com)