



VIRTUE HELPS PEOPLESOFT TO LAUNCH PAN EUROPEAN WEB SEMINAR PROGRAMME

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PeopleSoft, now the world's second largest enterprise application software company for the real-time enterprise, has launched its Virtual Conference Centre across the EMEA region, to support its new web seminar programme.

Using Virtue's delivery platform, PeopleSoft is now able to create, deliver and manage both live and on-demand web seminars under a single, branded, event portal.

Tim Ratcliff, eMarketing Manager, PeopleSoft EMEA, said: "As an internet driven organisation that places 100% pure internet architecture at the forefront of its own enterprise applications, it naturally made sense for PeopleSoft to leverage the internet to start producing cost effective online marketing seminars that would help the company to generate lead opportunities across the EMEA region."

Virtue's delivery platform now allows PeopleSoft marketing managers across the region to track the latest web seminar details and viewer data, in real-time, via the secure back-end reporting system. This reporting visibility maximises PeopleSoft's investment in its web seminar programme.

Commenting on the delivery of the solution, Tim Ratcliff commented that: "Virtue have proved to us that their level of service and customer relationship management is second to none."

Klaus Ackerstaff, CEO, Virtue Broadcasting Operating Board, said: "We are delighted that PeopleSoft have selected Virtue to deliver its webcasting programme across the EMEA region. It clearly shows that after the recent expansion into Europe, through the acquisition of Unit.net, Virtue Broadcasting is now positioned as the leading supplier of webcasting services throughout Europe.

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

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 online, 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

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