

A NEW ERA IN DIGITAL MARKETING - Leading New Media Agency Freestyle to target Corporate Market with DVD-EXTRA STUDIO based Initiative

Submitted by: Freestyle Interactive

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Sheffield, UK, 31 January 2005 – DVD development tool, DVD-EXTRA STUDIO, has been selected by Freestyle New Media Group as the cornerstone of a new service promoting the use of interactive DVD as a powerful and innovative marketing communications channel.

Freestyle is a leading new media agency which specialises in helping clients to optimise their digital marketing strategies by using technology to open up new channels.

Ranked by Marketing magazine as one of the UK's top 25 new media agencies, Freestyle has already used the power of DVD-EXTRA STUDIO to create two interactive DVDs for Land Rover – a world first in the automotive industry. Working closely with ZOOtech, Freestyle created these interactive DVDs as an integral part of the global marketing strategy to support the launch of the award-winning All-New Land Rover Discovery 3.

ZOOtech, the developers of DVD-EXTRA STUDIO, and Freestyle will work together on joint business development opportunities within the corporate marketing communications sector through a branded interactive DVD initiative from Freestyle to be announced shortly.

Cees Zwaard, chief executive officer of ZOOtech, comments, "The adoption of DVD-EXTRA STUDIO as a fundamental element of Freestyle's new commercial proposal reflects their commitment to producing highly interactive DVDs. They have a tremendous insight into the drivers of the corporate market and we are delighted that they have seized the opportunity to promote interactive DVDs to this new and sophisticated audience."

Alan Cooper, partner at Freestyle explains, "DVD-EXTRA STUDIO is one of the most innovative leaps in DVD technology in recent years. It has incredible potential to deliver sales and marketing messages right into the heart of the home. Because DVD-EXTRA STUDIO unleashes the power of a standard DVD player - turning it into an interactive TV-based environment - it allows consumers to interact with brands for longer periods whilst relaxed at home. As a member of the DVD-EXTRA Developer Alliance, we gain a high level of technical and business support from the ZOOtech team that allows us to maximise new business opportunities."

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About ZOOtech Ltd

ZOOtech is the winner of Innovation Award and 'Overall Winner' of the 2004 Sheffield Business Awards, recognising it as a model of the best of Sheffield industry.

Headquartered in Sheffield, UK, ZOOtech Ltd. is a wholly owned subsidiary of ZOO Digital Group plc.

ZOOtech develops and markets a DVD-Video production system for the creation of highly interactive DVD-Video discs by developers worldwide. During its development, leading Hollywood studios and multimedia developers used DVD-EXTRA STUDIO to create the new consumer category of interactive DVD. Universal Pictures, Ascent Media, OUAT Entertainment and Freestyle New Media Group are among the companies who have used the DVD-EXTRA STUDIO production system to deliver new products.

About Freestyle New Media Group

Warwick-based Freestyle was established in 1996. One of the largest digital and new media agencies outside the Southeast and billings that make it the number one in the Midlands, Freestyle offers wide range of creative web-based and digital solutions to meet the complex commercial, communication and marketing needs of a wide range of organisations. Our solutions, which include a range of specialist e-business tools and advanced DVD and CD-ROMs, support business disciplines from HR and training through to brand awareness campaigns and corporate communications and a whole range of other marketing and communication initiatives.

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