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## **CRAWFORD COMMUNICATIONS AUTOMATES WORKFLOW WITH XYTECH SYSTEMS MEDIA BUSINESS SOFTWARE**

BURBANK, CA USA / London, UK – February 21, 2007 –Xytech Systems Corporation, a leading provider of media business software and services for workflow management, resource scheduling, and media asset management, announced today that Crawford Communications, Inc., a leader in the electronic media services industry, has selected Xytech Systems' software for its workflow and production studio operations.

Crawford Communications offers a full spectrum of video, film, audio, and satellite services that include film transfer; digital and HD postproduction; sound design and mixing; DVD authoring; streaming media / webcasting; satellite transmission; satellite uplink truck services; multi-camera production trucks; studios; and remote video production.

With the Xytech Systems' software, Crawford Communications is now able to combine an array of manual and departmental systems into one complete end-to-end solution that runs the entire company, including workflow management, scheduling, asset library management, and integrated accounting and billing. The Xytech Enterprise software will be used to automate bidding, job and work order creation, invoicing, and posting of receivables to the software's accounting module. Xytech Enterprise's Scheduling capabilities will be used to schedule facilities, postproduction suites, satellite operations, and trucks. And two separate library databases will be consolidated in the Xytech Enterprise MetaVault® media asset library.

"After careful review of all possible vendors, it became apparent that Xytech Systems' software was a complete solution that could meet our diverse and comprehensive media business requirements," said James Schuster, Senior Vice President for Crawford Communications. "We are very pleased to become a Xytech Enterprise user knowing that all of our operating divisions

will be able to transition to one integrated system that leverages Microsoft's SQL database technology."

"Crawford Communications has sophisticated postproduction and broadcasting operations with comprehensive functionality requirements," said Ron Peeters, Executive Vice President of Sales and Marketing for Xytech Systems. "We are honored that Crawford Communications has selected Xytech Systems over other scheduling and departmental solutions as its product of choice supported by a world-class professional services and 24/7 support organization."

**About Xytech Systems Corporation:**

Xytech Systems Corporation is a leading provider of media business software and services for workflow management, resource scheduling, and media asset management for the media and entertainment industries.

Customers include most film studios, many broadcasting companies, postproduction facilities, television networks, rental houses, cable networks, media content providers, and the media departments of numerous Fortune-1000 corporations. There are over 350 Xytech Systems software installations around the world supported by a global professional services team with extensive experience in studio, postproduction, and broadcasting.

Xytech Systems is headquartered in Burbank, California, and has regional offices in New York and London, UK. For more information about Xytech Systems, please visit [www.xytechsystems.com](http://www.xytechsystems.com) or call +1-818-303-7800 USA / +44 (0)20-7903-5170 UK

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