AVATAR STUDIOS SELECTS XYTECH SOFTWARE TO AUTOMATE ITS ENTIRE MEDIA OPERATIONS

Burbank, CA/London UK, July 24, 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 Avatar Studios in St. Louis, Missouri, has selected the Xytech software to streamline its workflow and media business operations.

Founded in 1999, Avatar Studios is a full service production and post production television facility, with a full studio, multiple Avid suites, sound design rooms, grip trucks, and Web development and design services, as well as duplication services. Avatar Studios works closely with local, regional and national advertising agencies on commercials, as well as corporations for corporate communications videos and websites. Clients include Anheuser-Busch, Enterprise Leasing, Maritz, Monsanto, Osborn & Barr Communications, Rodgers Townsend, Fleishman Hillard, and many others.

After an extensive search and review of available vendors and solutions, Avatar Studios selected the Xytech Enterprise software to manage its entire business workflow and media operations. Avatar Studios has thousands of resources which can be scheduled at any given time: film productions, high definition productions, edits, and audio. Avatar needed a system that offered a comprehensive and user-friendly scheduling system that could go from booking to actual work order level, billing sheets, invoicing, financial reporting in the general ledger, and with strong management reporting capabilities for improvement operations.

Bill Faris, President/Partner of Avatar Studios, states, ""We looked at other systems, but they were basically scheduling systems only, which meant we would have to purchase other applications in order to support our entire media operations and we didn't want that. We are very happy with the Xytech solution. Being Windows-based and Web accessible makes it quite easy to use in our entire facility and allows our employees to get up to speed quickly and utilize the Xytech applications right away. As President of a company with diverse production and post production operations, I particularly like the reporting functions. I can easily run my own reports, which means I don't have to burden the administrative or accounting departments. Technology

is always changing, as is our company. Xytech is a complete solution which allows us to adapt, add equipment, people and technology as we grow."

Ron Peeters, Executive Vice President of Xytech Systems Corporation, comments, "Avatar Studios is one of the largest, fully integrated media production firms in the Midwest with both advertising and corporate clients, each with different requirements. We are pleased that Avatar Studios chose Xytech software to automate and streamline their entire workflow and media business operations. The Xytech software has the capability to support their diverse operations from film & video, to post production, duplication, animation, and interactive website development."

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 in the media and entertainment industries.

Customers include most film studios, many broadcasting companies, postproduction facilities, rental houses, 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 or call +1-818-303-7800 USA / +44 (0)20-7903-5170 UK

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