

Press Information

Faster. Better. Multicolored: Relaunch of VIP.de on CONTENTS

Munich, 25. August 2009 – Fresher design, new features and exceedingly more video content: That's the way the star news portal VIP.de is presenting itself as from now. Visitors of the website which was produced by RTL interactive can comment on and rate the contents as well as discuss the topic of the day with the editorial staff. VIP.de has been running on CONTENTS since 2007 and ranks among the most successful celebrity sites in the German-language internet.

Following the motto "Faster. Better. Multicolored." the star news portal VIP.de is presenting itself with new contents and features as well as a fresh design. The fans of the portal can look forward to more video content as well as interactive features that invite users to participate. Contents, for example, can now be rated and commented on. Moreover, visitors of the website can discuss the current topic of the day with the editorial staff. A centrally integrated player now provides users with the latest video news on the most famous celebrities.

Also from a technical point of view considerable improvements have been made: in order to further simplify the editors' work with CONTENTS, a new media set management has been implemented. Media sets are individual groupings of articles, images, links, videos, voting- or commentary functions. The new administration allows for breaking news, pictures and videos now to be published even faster and in an appealing arrangement.

The concept and design for the relaunch come from the RTL interactive online team. VIP.de has been running on CONTENTS since 2007 and ranks among the most successful celebrity sites in the German-language internet.

About RTL interactive

Under the umbrella of RTL interactive GmbH, the media group RTL Germany bundles the digital, interactive and transaction-based business areas, beyond the classic, advertising-financed free TV.

The company develops innovative topics, products and platforms, which are attractive for both the public and advertisers. Areas such as online, mobile, teletext, licensing, media services (telephone and SMS premium rate service), games publishing (PC and console games), as well as the subsidiary company

Clipfish GmbH & Co. KG and "wer-kennt-wen.de." are included within the company. Further information on RTL interactive: www.RTL-interactive.de.

About CONTENS Software

CONTENS Software GmbH provides content management software (CMS) and social software solutions for companies with sophisticated online communication needs. Its line of products meets the demands of businesses from small online editors to international companies.

A strong network of experienced partners conceives innovative and customized CONTENS solutions and implements them according to individual demands. With the help of the CONTENS platform-independent CMS products, businesses can quickly realize and edit extensive online projects without any prior programming knowledge.

Several well-known companies depend on the content management products provided by CONTENS, such as Adecco, Böllhoff, Brose, the Concordia Insurance Group, Eli Lilly, the HypoVereinsbank BKK, the HVB Direkt, John Deere, the cantons of Aargau and Freiburg, manager-lounge, the Max Planck society, McDonald's Deutschland Inc., Mövenpick Hotels & Resorts, the Oettinger Imex AG, Ratiopharm, RTL interactive, the Schwyzer Kantonalbank, Siemens TS, the town of Biel and T-Mobile.

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