



EMBARGO: 27 AUG 2008

Canto Launches New Website and Announces New Communications Tool

New design and content better meets the needs of prospects, customers and Canto Partners, while email communications become more focused.

PRESS RELEASE

BERLIN, GERMANY, 27 AUG 2008 — Canto® unveiled a significant redesign of its English language website today, which the company says will better address the diverse needs of prospects, customers and partners.

“The new site offers future customers use-case information that’s more helpful to those unfamiliar with the benefits of digital asset management,” explains Canto Marketing Director, Steffen Setzer. “It will now be easier for prospects to see how Cumulus will fit into their workflows.”

Featured on the new site is the Canto Marketplace, a recently developed resource that demonstrates the massive size of the Canto Partner Network. The Marketplace organizes Cumulus add-on products developed by Canto Partners into a single resource for the first time, offering a clear benefit for customers and partners alike.

“One of the hidden treasures of Cumulus is how easily and powerfully it can be enhanced through 3rd parties,” says Canto CEO, Ulrich Knocke. “Now, for the first time, we offer a single portal from which all Canto Partner products can be showcased, making that hidden treasure more visible.”

In the weeks following the site launch, Canto will unveil the company’s monthly “Canto eNews” emailing in a new format, with increased reader focus—the results of recent reader surveys.

“Over all, reader response was favorable” explains Setzer. “But we want to take advantage of newer technologies to make delivery more reliable and convenient for readers, while enabling us to better speak to different levels of user experience.”

Publishing content as it becomes available will enable Canto to provide a more dynamic flow of information, while providing a monthly emailing of content summaries targeted at specific audiences.

About Canto & Cumulus

Canto has been dedicated to helping customers fully utilize their digital assets since 1990. Canto Cumulus is a cross-platform solution that enables companies to easily organize, find, share and track their ever-increasing numbers of digital files, in any format. Canto’s worldwide network of certified developers offers an impressive assortment of plug-ins that enhance the Cumulus product line further.

Learn more and see the new website: www.canto.com

###

Canto Contact:

Steffen Setzer (press@canto.com)