

FOR IMMEDIATE RELEASE



Austin-based eType Services Announces Strategic Partnership with Spain's Protecmedia

Partnership represents a commitment to providing community newspapers with access to high quality, affordable digital publishing solutions.

Austin, Texas – July 8, 2013 – eType Services, an Austin-based software and service provider for the community newspaper market, announced its strategic partnership with Protecmedia, an international company focused on the development of software and services for media companies. Entering the digital publishing world has been a challenge for many small and medium-sized newspapers and the eType Services/Protecmedia partnership seeks to eliminate that barrier by making the Protec's Millennium Cross Media Publishing Platform accessible to *all* newspapers, regardless of their size and budget.

Since its founding in 2010, eType Services has provided community newspapers with easy-to-use, affordable e-Edition and hosted newspaper websites. These products are designed to help newspapers reach more readers online, which boosts both circulation and revenue. eType Services' new partnership with Protecmedia gives the community newspaper market access to additional advertising, management and circulation applications that until now have been out of reach due to their upfront and ongoing maintenance costs.

"We are excited about the array of products we can now offer community newspapers as a result of our relationship with Protecmedia," says Thad Swiderski, President and CEO of eType Services. "As more and more readers consume the news online, all publications need access to quality, affordable software that can help them grow and manage their online presence."

"Their commitment to affordable, high quality digital services made it easy to partner with eType Services. We already shared the same values regarding the importance of community newspapers, but the simplicity of eType's business model and their commitment to customer service are what will allow Protecmedia the opportunity to grow our digital brands across North America. We look forward to helping eType Services supply customized digital services to the thousands of community newspapers that are making the transition to the digital publishing world," said Fernando Gomez, CEO of Protecmedia.

ABOUT ETYPE SERVICES

eType Services (www.etypeservices.com) was established in 2010 by long-time publishing and technology professionals who are committed to helping community newspapers thrive in the digital age. eType Services' easy-to-

use, affordable products and services are designed to eliminate the barriers to entry for small and medium-size newspapers seeking to reach more readers – and increase revenue – through digital circulation. eType Services currently serves approximately 350 clients in 26 states.

ABOUT PROTECMEDIA

Protecmedia (www.protecmedia.com) is an international company focused on the development of software and services for media companies. Since 1979, Protecmedia has helped newspapers, magazines and news publications increase and enhance their brand and market leadership. Its Millennium Cross Media platform consists of application modules that cover advertising, editorial/production media, multi-media broadcasting, publishing asset management, circulation and subscriptions. Protecmedia currently serves approximately 400 clients in 21 countries.

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