



Mike Witte to Head Advestigo's Business Development and Sales in North America

Saint-Cloud, France, March 7th, 2007 – Effective immediately, Mike Witte is appointed Vice President of Business Development and Sales North America for Advestigo, leading provider of content recognition technology for the digital assets industry. In his new role, Witte will be responsible for sales strategy and execution in North America for the Digital Media range of products, services and solutions. He will represent the company's interests working directly with studios, labels, rights-collecting companies and content-sharing websites as well as working on indirect sales with OEM accounts. Witte will be reporting to Brian Dunn, Executive Vice-President Strategic Alliances and Business Development North America. This appointment was announced today by Michel Roux, President and CEO of Advestigo.

"Mike brings with him a record of success in the industry as well as strong leadership skills that will enable Advestigo to pursue its substantial growth of sales in the North American digital assets market," Roux said. "We are fortunate to have such an exceptional industry executive on our management team."

Prior to joining Advestigo, Witte was Vice President of Business Development and Sales for Bitpass, an ecommerce solution provider which was acquired by Digital River, and headed Major Account Sales for leading secure content-management solution provider Macrovision, where he successfully developed and launched a web-based P2P anti-piracy service for the international movie, music, games and software industries. Witte led Macrovision to its current position as the P2P security services industry leader.

Witte's in-depth knowledge of the industry and proven skills for contract negotiation, business development, customer devotion and team leadership will greatly add to Advestigo's commitment to *Guarding your Digital Assets*.

About Advestigo

Advestigo is a leading provider of digital assets protection solutions. Using Theraography™, an innovative, patented content analysis technology that uses digital fingerprinting, Advestigo provides solutions to automatically monitor and control the distribution of multimedia content.

For more information on Advestigo, please visit www.advestigo.com.

Contact
Mr. Christophe Tilmont
VP Marketing & Business Development
Email: christophe.tilmont@advestigo.com
Tel: +33 (0)1 72 77 70 09