

NEWS RELEASE

FOR IMMEDIATE RELEASE

Reeves Communication to receive financial support from the Société de soutien aux projets en imagerie numérique pour le cinéma (SPINC) to develop the TraceRight™ system

Montreal, October 29, 2003. Backed by endorsements from the Union des Artistes (UDA) and the Société des auteurs et compositeurs dramatiques (SACD), Reeves Communication Inc. can now count on official support from SPINC in developing its digital rights management system for online audiovisual works.

“We are pleased to be one of the projects supported by SPINC, which has proven to be a strategic partner in the development of innovative digital projects,” noted Reeves Communication Executive Vice-President Marc Reeves.

Reeves Communication hopes to consult various copyright collectives in order to define the “metadata” that are specific to their industries. These “metadata” will replace the works’ digital envelopes in a Canadian context. The TraceRight™ system will follow the work wherever it is distributed on the Internet, generating detailed online usage reports. These electronic reports can then be used by copyright collectives and artists to collect royalties in real time, both in Canada and internationally. Works may be protected and viewed with or without payment, depending on the usage licence. The system will support commercialization of audiovisual content on the Web.

Reeves Communication Inc. (1989) is a new-media communication agency specializing in consulting/services in interactive marketing, Web production and R&D into TCP/IP protocol based solutions. The company was recently awarded a major financing package from the Bell Fund to develop a Web-TV convergence site to accompany the *Grande Ourse* television series produced by Point de Mire, slated to air on Radio-Canada television in 2004.

- 30 -

Information: Marc Reeves
(514) 495-8035, extension 222

Email: info@reevesinteractive.com

Web: www.reevescommunication.com