

GSAM Announces All-Star Line-Up For Industry's First Comprehensive, User-Driven Conference on Digital Asset Management

Avid Technologies, BBC Technology, IBM, and SGI to Sponsor G-SAM03 in NYC, November, 10-11, 2003

G-SAM (www.g-sam.org), the world's first global trade association dedicated to accelerating the adoption of asset management technologies, has announced the agenda for its first Annual Global Conference on Digital Asset Management. The G-SAM03 conference will feature tracks on DAM Technology and Standards, Gaining User Acceptance, Intellectual Property Rights Management, Metadata Standards, and Managing Expectations and Growth.

G-SAM03 will break ground in the unique way that the conference agenda was developed. A committee of actual users from multiple industries was formed to build the entire agenda from the ground up. Member companies of this committee included ABC (NYSE: DIS), BBDO (NYSE: OMC), Harley Davidson (NYSE: HDI), HBO (NYSE: AOL), Technicolor, a division of Thomson (NYSE: TMS), and several others. "This is a unique conference of world-class participants," said Richard Eberhart, founder and executive director of G-SAM. "Because of the proactive way issues were identified and addressed, the result will be a conference with true meaning, whose findings will have the capacity to immediately influence the state of the industry." G-SAM03 will take place at the Tribeca Grand Hotel, New York City, on Monday and Tuesday, November 10- 11, 2003. The conference is being co-produced by the Entertainment Technology Alliance (ETA), a leading worldwide conference and event organizer in the digital convergence sectors. All sponsors, exhibitors and speakers are members of G- SAM. Sponsors includes Avid (NYSE: AVID), IBM (NYSE: IBM), Ascent Media (NASDAQ: AMGIA), Artesia Technologies, ADAM Systems Group, BBC Technologies, RightsLine, Silicon Graphics (NYSE: SGI), Sony (NYSE: SNE) and WAM!NET, a division of SAVVIS Communications (SVVS). Full early bird conference participation will be \$395 for G-SAM members, \$895 for non-members.

The Association also announced its list of Founding Members in the Content Creators sector, including ABC, BBDO, Harley Davidson, HBO, Rainbow Networks, and Universal Studios. They join a previously announced list of Founding Members in the Vendor sector, including Ascent Media Group, Artesia Technologies, Avid Technology, eMotion, ADAM Systems Group, Exavio, and RightsLine.

G-SAM Leadership Summit/European Chapter Kickoff in Amsterdam at IBC

G-SAM Europe will officially kick off with an exclusive party, following a press conference and worldwide leadership summit, at a private mansion during the leading European broadcast technology show, IBC (www.ibc.org), which is being held in Amsterdam, Thursday-Tuesday, September 11-16, 2003. .

"The efficient management of digital assets is already of vital importance to many industries, and will be vital to all businesses sooner or later," said Adrian Scott, Chair of G-SAM Europe, "G-SAM provides an essential forum for users, vendors and systems integrators to share information and experiences at every level. This must be a global process and Europe will play a significant role."

About GSAM

The Global Society for Asset Management ('G-SAM'; pronounced 'Gee-Sam') is an independent, vendor- neutral and self-funding, trade and professional organization representing the broad interests of the entire Asset Management industry. G-SAM is the first global trade and professional association to target the important and fast-growing field of Digital Asset Management. G-SAM Founding Members in the Content Creators sector, including ABC, BBDO, Harley Davidson, HBO, Rainbow Networks, and Universal Studios. G-SAM Principal and Founding Members in the Vendor sector, include Ascent Media Group, Artesia Technologies, Avid Technologies, Sony and WAM!NET. Other supporting members include eMotion, ADAM Systems Group, Exavio, and RightsLine. .

Company Website: <http://www.g-sam.org>