

NEWSRelease

DMS EXTENDS ITS VALUE TO ITS 200+ MEDIA PROPERTIES NETWORK

Online/permission-based system provides resources, news releases and industry information

TORONTO, ON - November 25, 2008 – Diversity Media Services (DMS) is proud to announce the launch of a unique, web-based communications tool for the benefit of its media partner network. Membership to the log-in system is being extended to the DMS network of over 200 media properties.

“This exciting new initiative exemplifies our commitment to provide relevant information, tools and, ultimately, added value to the hundreds of publishers that have joined our partner network”, said Lori Abittan, DMS President and CEO.

The permission-based, username/password system allows for pre-approved DMS network members to:

- _ upload advertising materials to DMS, and vice versa;
- _ access, and be informed of, DMS corporate activities and announcements; and
- _ download business-related resources, and local news information.

“Our represented multicultural partner publishers in particular”, added Abittan, “told us that having access to local news information was important; and, up until now, this kind of information was difficult for them to obtain via traditional media sources.”

The DMS Communications System is one in a series of initiatives aimed to provide added value and relevance to its multicultural network. In May of this year, DMS announced the formation of a Business Advisory Committee that is providing strategic insight and networking opportunities.

As the multicultural marketing division of Multimedia Nova Corporation (www.MultimediaNova.com), an integrated communications company publicly traded on the TSX Venture Exchange (MNC.A.), Diversity Media Services (DMS) is the conduit between corporate Canada and multicultural consumers, and responds to the needs of its clients who request cultural marketing solutions. DMS leverages demographic analysis and provides access to gravity points in each cultural community through its own network and partner publishers, multicultural media reach, effective deployment of advertising resources, and competent adaptation of the advertising message in the many voices of Canada.

Web Site: www.DiversityMediaServices.com

Organizations interested in uploading press materials and other announcements should send materials to:
media@diversitymediaservices.com

For more information, please contact:

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