



INTENT MediaWorks Receives 2006 DCIA Innovator's Award Presentation Accepted by CEO Les Ottolenghi at First Annual P2P MEDIA SUMMIT WDC

Washington, DC – June 22, 2006 – The Distributed Computing Industry Association (www.DCIA.info), a trade organization with seventy-five (75) Members representing peer-to-peer (P2P) software providers, content rights holders, and service-and-support companies, announced today that INTENT MediaWorks is the recipient of its 2006 DCIA Innovator's Award.

The award was presented this afternoon to INTENT MediaWorks Co-Founder & CEO Les Ottolenghi at the first annual P2P MEDIA SUMMIT WDC in McLean, VA.

"The DCIA Innovator's Award is presented annually to that company which epitomizes the overall advancement of distributed computing technologies for commercial purposes," said DCIA CEO Marty Lafferty in making the award.

"INTENT MediaWorks, through its development of the Palladia digital media packaging and distribution platform, the MyPeer P2P software application suite, and the delveDown digital media meta-search engine, has exemplified innovation and led the industry in the creation of revolutionary technologies and services. INTENT has helped usher in a new era of digital media by turning each file into a powerful marketing tool for its copyright owner."

The P2P MEDIA SUMMIT WDC featured keynotes from top P2P software distributors, panels of industry leaders, a luncheon session, and networking cocktail reception with live entertainment.

About the DCIA

The Distributed Computing Industry Association (DCIA) is a non-profit trade organization focused on commercial development of peer-to-peer (P2P) file sharing and related distributed computing technologies.

DCIA Membership is organized into three Groups: Content, Operations, and Platform. The DCIA conducts working groups and special projects, such as the Consumer Disclosures Working Group (CDWG), P2P Digital Watermark Working Group (PDWG), P2P PATROL, and the P2P Revenue Engine (P2PRE). It also publishes the weekly online newsletter DCINFO.

About INTENT MediaWorks

INTENT MediaWorks, Inc. is forging the way for profitable rights-managed digital media distribution. Its technology suite combines the easy access of peer-to-peer (P2P) file-trading networks, the power of search optimization, and the magnetic nature of online social networks. INTENT's solutions enable artists, publishers/indies, major studios, partners, and advertisers alike to create, strengthen, and support a more powerful brand presence, to access more information for business decision-making, and to subsequently increase margins.

INTENT's products work together or separately to give its customers flexibility in crafting the right solution for their business needs. Palladia™ packages and distributes digital media files, protecting them with state-of-the-art digital rights management (DRM), and encoding them with essential meta-data for search optimization, target-marketing and metrics tracking. Both MyPeer™ and hipclix.com™ offer engaging and highly usable ways for consumers to access digital media online, to interact with it and any associated marketing messages, and then to pass the entire package on to others in their online social networks. delveDown™ is a high-powered, "smart" digital media meta-search engine that searches both P2P networks and the Web.

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