
NEWS RELEASE

Primerica Selects Video Technics to Provide an All-Digital Tapeless Solution

Atlanta, Georgia -- May 11, 2004 -- Video Technics, Inc. today announced that Primerica, a subsidiary of Citigroup Inc., purchased the Apella™ Video Clip Server as the foundation for their transition to a tapeless all digital corporate production. This turnkey solution includes two **Apella Video Clip Servers**, ten seats of the **VT Proxy Editor**, four **VT Adobe Premiere Pro Plug-ins** along with hundreds of hours of Networked Attached Storage.

“Primerica will use this solution to replace our tape based recording and playback, in the production of all marketing and training video material,” said Primerica’s Chief Engineer Mike Ziegenbein. From the EPN-TV studio, located at Primerica’s headquarters in Duluth, GA, more than 100,000 representatives across North America receive weekly financial service updates on term life insurance, debt consolidation loans, first mortgages and retirement savings.

The Apella VCS provides a cost-effective and scalable end-to-end solution designed for tapeless production. This seamless workflow allows Primerica to have multiple channels of ingest and playout in a variety of compression formats such as DV and multi bit rate MPEG managed with a central database. The Apella Plug-In, embedded within Adobe Premiere Pro, allows Producers to browse the raw media and edit simultaneously from their non-linear editors. By natively supporting DV files, revised media is instantly exported from the Adobe timeline to the Apella playout server without transcoding. Additionally, Primerica compliance personnel utilize the VT Proxy Editor to remotely approve revised media and make any last minute edits before releasing new material to their staff.

“We chose Video Technics for their flexible, open platform as well as their extremely competitive price point,” stated Ziegenbein. Built on an open architecture, Apella can be easily integrated into any facility and interoperate with existing software and hardware. Ingest and archiving is seamless with Apella’s support of LAN, NAS, SAN and WAN environments. This is an easy-to-use, versatile video clip server with proven performance in tapeless digital newsrooms, colleges, local television studios and corporate-industrial productions.

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About Video Technics

Video Technics, a global provider of cutting-edge broadcast solutions, is pioneering the way digital media is ingested, edited, produced, and played to air. With standard functionality that provides automated ingest and playout, proxy creation, and unparalleled asset management, broadcast professionals are provided an extensive line of Windows-based still image and video clip servers. For more information about Video Technics and their products, please visit www.videotechnics.com.

About Primerica

Primerica, a member of Citigroup Inc., is a leading provider of financial services such as term life insurance, mutual funds, variable annuities, loans and long-term care insurance. Headquartered in Duluth, GA, Primerica has more than 100,000 representatives who receive regular broadcast video information via satellite from their EPN-TV studio. Broadcasts allow agents to receive the most current information and marketing tools. Primerica has served over six million clients in North America, Canada, and Puerto Rico. They have recently expanded internationally to the United Kingdom and Spain. For more information about Primerica, please visit www.primerica.com.



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