



Allied Vaughn Launches “Faith Media Services Group” to support growing use of new media technologies in faith-based organizations

Minneapolis, MN (December 10, 2007) – Allied Vaughn announced today the creation of a “Faith Media Services Group”, a business unit of sales and operations personnel. This team was formed to concentrate on assisting Allied Vaughn’s faith based customers in maximizing current and emerging media technologies for the distribution of their rich media content and communications.

“We have been a supplier and partner in this market for over 40 years” commented Richard Skillman, Vice President of Sales and Director the Faith Media Services Group. “We are proud to service many of the largest ministries, religious media publishing companies and churches of all sizes and denominations with scalable media duplication and distribution solutions.”

“These organizations increasingly rely on Allied Vaughn’s expertise in managing large media libraries, and our unique ability to integrate physical and digital media with traditional and electronic delivery solutions,” said Skillman. “Working with faith based customers, as they struggled with the fast pace of communications and rapidly changing technology challenges facing the market, convinced us that we had a responsibility to create a consultative team to partner with faith based organizations and develop solutions together.”

(page 1 of 2)



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“The demand for print and optical media for faith based content continues to grow, but even the smallest churches are beginning to explore the option of web based delivery of their messages,” observed Skillman. “Significant interest is being generated in exploring the alternatives of online video and audio delivery, e-commerce order centers and the emergence of new methods for secure delivery of video via the web. These tools all provide direct and intimate connections between faith organizations and their audiences.

About Allied Vaughn

Allied Vaughn (<http://www.alliedvaughn.com>) is the only company offering unbiased media consultation because it’s the only company providing every current solution for manufacturing and delivering content to the business and consumer markets. Clients rely on Allied Vaughn for a variety of electronic content and delivery options, including streaming, downloading and web broadcasting, as well as DVD/CD copies and fulfillment. Allied Vaughn also offers its proprietary Media-On-Demand online solution, and a growing number of Fortune 500 clients are using its Digital Asset Management Services to manage their rich media libraries. Looking to the future, Allied Vaughn is partnering with some of the leading technology companies in the U.S., uncovering the additional potential of proprietary Burn-On-Demand and Download-To-Burn product offerings. Richard Skillman may be reached at (407) 264-5479 or by email at richard.skillman@alliedvaughn.com.

(page 2 of 2)

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