

**Press release – for immediate publication**

**VidiGo hires Yvette Ruts-Wolters as Marketing Manager.**

**Amsterdam, January 8<sup>th</sup>, 2010** – VidiGo is pleased to announce the appointment of Yvette Ruts-Wolters as Marketing Manager. Yvette's marketing expertise will drive VidiGo's ongoing and continuous commitment to growth in the area of TV production software.



Yvette's international marketing experience at the marketing agency Dolfyn MKB Marketing Services, the Dutch publisher of Yellow Pages, the communication agency Kubik and at the manufacturers Philips and 3M will allow VidiGo to chase the goal of setting the next TV production standard worldwide.

"We are excited to welcome Yvette to our team. Her strong track record in marketing and communication helps us to build and promote our brand successfully, to cooperate with our international resellers more efficiently and to continue our growth ambition. In Yvette we have found a lively and decisive marketer with strategic, operational and entrepreneurial capabilities. A perfect match with VidiGo", said Hans Krouwels, the CEO of VidiGo.

About VidiGo

VidiGo is the market leader of software products for creating and managing broadcast quality TV content. As the alternative of traditional hardware systems, these solutions allow producers to create new interactive, engaging and qualitative TV formats more easily, quickly and cost-effectively. From editorship to live production and play-out. Please visit [www.vidigo.tv](http://www.vidigo.tv) for more information. VidiGo, smart software for TV production.

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