



MBC Delivers Rich Entertainment Services with Vignette

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Region's leading broadcaster to offer engaging multi-channel Next-Generation Web experience to viewers.

PR9.NET September 17, 2007 - Dubai, United Arab Emirates — Vignette (NASDAQ:VIGN), a leading provider of Next-Generation Web solutions, today announced the successful deployment of its Vignette Digital Services Hub to power the online presence of MBC television station, the Middle East's major broadcasting channel with a significant presence worldwide.

MBC.net, offers 20,000 daily visitors programme information and clips. It is based on a flexible platform using Vignette's Next-Generation Web solution that can be easily replicated to enable new sites to be launched in a short a timeframe of three days. This type of foundation was an essential requirement for MBC, whose strategy for growth involves developing new sites with services like online communities, mobile access and IPTV, on an ongoing basis.

Dr Ammar Bakkar, Group Director of New Media at MBC, says "We are facing a range of new challenges with the convergence of Web and TV, as customers come to demand new services like video-on-demand and social networks. We conducted an in-depth decision-making process in finding the right partner to offer us a scalable solution. This would support us for the long term and give us the foundation we need to succeed in this evolving market. By leveraging Vignette's experience of providing this type of solution for media companies worldwide, we will not only succeed, but set the standard for our industry peers in the region."

Following the successful deployment of MBC.net based on the Vignette Digital Services Hub, the company plans to develop a number of additional websites for news and other services in the coming months.

Bijan Bedroud, Regional Vice President Sales Middle East and Northern Europe , Vignette, says "The media and entertainment arena is changing and converging so fast, it is essential for service providers to stay ahead of the game. We're pleased to assist MBC to deliver an enhanced customer experience with Web 2.0 features like communities and social networks. With Vignette's further expansion into the Middle East we can now make our solutions available to even more customers in the region."

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About Vignette

Vignette helps organizations improve interactions with customers and partners by delivering highly personalized, interactive online experiences. Our early content management and delivery tools laid the groundwork for some of the Web's most popular sites. Today, our award-winning Next-Generation Web solution powers some of the world's most recognizable online brands and enables organizations to have more meaningful interactions with their customers and associates. Our Imaging and Workflow solution adds the ability to deliver and manage online and offline document-driven customer transactions. Vignette is headquartered in Austin, Texas with operations worldwide.

About Oak Company

Oak Consulting is a UAE Based Public Relations company specialising in IT and Business PR

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