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For immediate Release

*“As part of its growing strategy Menacast launches its comprehensive broadcast media
Monitoring and Translation online solution “Menamonitor” at CABSAT 2009”.*

Abu Dhabi (March 3, 2009) Menacast part of Tawasul Translation L.L.C is proud to announce the launch of Menamonitor. Menamonitor is an online broadcast media monitoring and Translation solution. Menamonitor, monitors television and radio broadcasts in the Middle-East and North-Africa region 24/7. “No matter what the complexity, the portal is simply the best integrated and dynamic tool available on the market; no other solution will deliver outstanding results where users are be able to perform searches related to specific keywords, topics, brands, products and names of the monitored media.” Said Firas Aruri, Director of Sales at Menacast. Menamonitor’s dynamic console, subscribers can form advanced search queries, and zoom in on keywords within media streams. “Menamonitor is a resilient, mission-critical, and managed Media Monitoring and Translation solution. Users can generate custom alerts based on topics, and keywords and receive results via e-mail, SMS or MMS.” added Aruri. Organizations of any size can tap into the power of Menacast’s Menamonitor portal, and unlock the full potential of Broadcast Media Monitoring and Translation.

About Menacast

Menacast is a leading Broadcast Media Monitoring and Translation company covering the Middle-East and North-Africa region. Menacast simultaneously monitors, analyses, indexes, translates and archives television and radio broadcasts. Menacast customers can use a web browser or a mobile phone to search for media, or to create custom alerts based on keywords. Menacast offers a choice of a hosted Broadcast Media Monitoring and Translation service, or an enterprise-class Broadcast Media Monitoring and Translation appliance. Menacast's solutions are geared towards government agencies, public relations firms, financial services sector, corporate communications departments, and professional services. Menacast makes large scale, Broadcast Media Monitoring and Translation an affordable reality