

## **REALNETWORKS AND MARCOMAVENUE TEAM TO ENABLE AGENCIES TO SHOWCASE PORTFOLIOS ONLINE IN STREAMING REALAUDIO AND REALVIDEO**

Seattle/London, December 14 - RealNetworks(r), Inc. (Nasdaq: RNWK), the recognised leader in media delivery on the Internet and MarcomAvenue.com ([www.marcomavenue.com](http://www.marcomavenue.com)), the most comprehensive business-to-business Internet destination for the marketing communications community, announced an agreement enabling marketing communications professionals to provide online portfolios broadcast exclusively using RealSystem(r) G2 through Agency ComPile(. With more than 1,600 agencies registered, Agency ComPile is the most up-to-date directory of marketing communications agencies on the Web. The searchable directory includes the world's leading advertising, public relations, direct marketing, interactive, design, sales promotion, yellow pages, recruitment and media buying agencies. Information that can be found on agencies includes in-depth profiles, work samples and case histories.

"We are thrilled that MarcomAvenue has selected RealSystem G2, with its award-winning audio and video quality, to enable a whole new way for companies to view portfolios online and assist clients in differentiating agencies through their creative work," said Mark Bretl, vice president, Media Systems, RealNetworks, Inc.

"Teaming with RealNetworks allows agencies to take advantage of the power and impact of web-based multimedia using RealSystem G2's, enabling them to showcase their broadcast portfolios to prospective clients in a unique manner," said Rick Hooker, President, MarcomAvenue. "Self-promotion has always been a challenge for agencies and Agency ComPile is a cost-efficient tool to assist them in building their reputation."

MarcomAvenue is the "right-hand site" for marketing communications professionals. MarcomAvenue provides a full range of services, tools and information for the marketing community and has aligned with industry leaders such as INDIVIDUAL.COM, MediaMap.com, mediapassage.com, MadeToOrder.com, ADLAW and TSCentral.

Agency ComPile, now an essential part of the MarcomAvenue site, features outstanding creative work from numerous agencies.

RealNetworks, Inc develops and markets software products and services designed to enable users of personal computers and other consumer electronic devices to send and receive audio, video and other multimedia services using the Web. Consumers can access and experience audio/video programming and download RealNetworks consumer software on the Internet at <http://www.real.com>.

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