



**SILVERWOOD PARTNERS ANNOUNCES PUBLICATION OF
MEDIA COMMUNICATION TECHNOLOGY SECTOR INDUSTRY ANALYSIS**

SHERBORN, MA – September 23, 2002 – Silverwood Partners today announced the release of an analysis of the media communication technology industry titled **Media Communication Technology, Strategic Assessment and Perspective**. The report reflects Silverwood's analysis of the rapidly evolving market for applications and infrastructure for the use and delivery of digital video, sound, data, animation and graphics within enterprises and within the entertainment, publishing and advertising industries.

"Silverwood expects the Media Communication Technology ("MCT") market to reach \$27 billion by 2005. Silverwood's market definition includes the content creation, asset management, digital rights management, content distribution, media server, Web conferencing and video conferencing sectors, said John Bowen, a Vice President of Silverwood Partners and lead banker for the firm's MCT sector coverage.

The drivers for the expected growth of MCT include:

- Enterprises using dynamic content to drive revenue and improve operating efficiency
- End-users seeking a more compelling, interactive experience as they are increasingly informed and educated over the Web or enterprise data networks
- Content providers seeking efficiencies from digital technology and additional content outlets, and
- Carriers and service providers seeking to absorb excess transmission capacity through the creation of new, bandwidth intensive services.

Within the enterprise, Silverwood expects that MCT will be deployed to improve the effectiveness of advertising, sales and marketing functions, online services, self-help, collaboration and training. MCT use is steadily being driven by the widespread deployment of high-speed Internet connections, upgrades to the Internet infrastructure, enhanced last mile connections and improving compression technologies.

About Silverwood Partners

Silverwood Partners is a sector focused investment bank that provides M&A and private capital raising advisory services to information, communications, financial services, and digital imaging technology companies, and healthcare, industrial and consumer companies. Silverwood delivers acquisition, divestiture or corporate sale advisory, strategic-financial advisory and institutional financing services to companies in its targeted business sectors. For additional information, visit Silverwood's Website at www.silverwoodpartners.com.

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