

KeepMedia Deploys WatchTower™ System Monitoring Solution

Delivers Complete Visibility of Computer Equipment Health from any Vendor

SAN FRANCISCO, Calif.—Sept 8, 2003—Cittio, Inc., today announced that Keep Media, a premium content service, delivering current and archived articles from 140+ popular magazines and newspapers, has implemented WatchTower to monitor all of the operating systems and equipment in their new infrastructure. KeepMedia was founded in January 2002, by Chairman Louis Borders, also founder of Borders Books and Webvan, and CEO Doug Herrington, formerly vice president of marketing at Webvan. KeepMedia selected WatchTower to effectively monitor and manage their 'pay-for-content', e-business IT infrastructure.

"We required a robust product that was able to ensure consistent uptime of our network computing environment, as our online business completely depends on it," stated Ken Nishikawa, a systems administrator at KeepMedia. "WatchTower monitored our entire infrastructure within weeks, and we were notified of potential problems in advance allowing us to proactively respond before network outages occurred—resulting in lower costs of managing and maintaining our IT infrastructure"

When looking at system monitoring applications, KeepMedia was seeking a solution that could offer a full enterprise set of features and had the ability to efficiently and effectively monitor and manage their IT environment. The company's infrastructure includes Linux Red Hat 9 & Windows 2000 operating systems, a variety of Cisco networking equipment and F5 Networks BigIP load balancers. After comparing WatchTower to competing open source and commercial tools, KeepMedia determined that based on WatchTower's feature set, 100% Web-based application and speed to implement – it was the solution that fit their needs the most, and at a price point they could afford.

"In KeepMedia's highly dynamic and complex IT environment, it was crucial for them to deploy a real-time monitoring system that rapidly yielded results," said Jamie Lerner, president and CEO of Cittio. "After implementing WatchTower, KeepMedia was able to see the value WatchTower offered them as a complete systems monitoring and management solution and furthermore it was installed and configured in a matter of weeks."

A new release of WatchTower (Release 2.3) is scheduled for later in the year, with new functionality and features that KeepMedia will easily upgrade to as part of their support agreement with Cittio. As KeepMedia expands and enhances their systems, WatchTower will expand and grow to fit their needs.

About KeepMedia

KeepMedia™ is a premium content service, delivering current and archived articles from 140+ popular magazines and newspapers in one convenient location. Until now, consumers have not been able to search archived and current articles from leading publications in one convenient and affordable location on the Web. KeepMedia subscribers can find articles from some of the most trusted brands in journalism, ranging from health and finance to hobbies and politics. KeepMedia's patent-pending personalization and search technology ensures that consumers will continually be introduced to articles that match their interests. These same personalization features allow publishers to reach new readers and potential subscribers. The Company was

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About Cittio, Inc.

Cittio is a leading provider of system monitoring software headquartered in San Francisco, CA. Cittio' WatchTower takes a proactive approach to system and network monitoring, including problem determination and degradation analysis facilities to ensure user productivity and to maintain a uniform level of performance. WatchTower™ is being extensively used by companies who require enterprise system monitoring functionality that is rapidly deployed, easy to maintain and provides quick ROI. Cittio customers include AltaVista; American Chemical Society; Bay Area Rapid Transit; Capitol Advantage and KeepMedia. Learn more about Cittio at www.cittio.com.

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