



BroadView and MicroFirst Integrate Their Traffic and Automation Software

TORONTO, ONTARIO and OAKLAND, NEW JERSEY – June 1, 2004 –

BroadView Software Inc. and MicroFirst Engineering Inc. announced today a plan to integrate their respective software solutions for television broadcasters. The two companies will be developing a unique integrated solution for customers who desire the combined benefits of BroadView's integrated programming and traffic functionality and MicroFirst's cost-effective automation solutions.

"This follows our philosophy of working with different automation vendors of all types to maximize flexibility for our customers," said Michael Atkin, President of BroadView Software.

Jerry Berger, Vice President General Manager of MicroFirst added, "MicroFirst's Digital Automation System (D.A.S.) provides a comprehensive yet cost effective automation system designed to provide a streamlined workflow for the ingest, meta-data management, and transmission of multi-channel digital and analog content."

The integration of these two systems will include the ability to dynamically send a completed program log from BroadView's traffic system to MicroFirst's automation system. This log may include start dates, start times, durations, encoding bit data rate, end of life/kill dates, effect types and durations, and meta data on program segments, commercial spots, logos, bugs, etc. as well as support for advanced secondary events including specific instructions for source and destination equipment. As-Run logs are then returned for reconciliation and billing.

About MicroFirst

MicroFirst is revolutionizing the broadcast, multimedia and gaming automation market by having created moderate cost, wide-area network automation systems capable of unlimited expansion. MicroFirst's Digital Automation System has an installed base that includes broadcast television and radio networks and stations, multimedia presentation control rooms for large and multi - screen video display,

museums, casinos, & cruise ships. MicroFirst has also developed a slot management and patron tracking system for the gaming industry. For more information, please visit: <http://www.MicroFirst.com>

About BroadView Software

BroadView Software Inc. is a leading North American software developer that has specialized in broadcast information management solutions for over a decade. Its products provide television stations with an integrated solution to meet all their needs in program acquisitions, ad sales, program scheduling, traffic, master control automation interfacing and reporting. Its flexibility and history of providing customizations and enhancements for customers have made BroadView a leader in its field. BroadView's innovative, fully integrated approach also means substantial savings in staff time, which translates directly into ongoing operational benefits, month after month. For more information, please visit:

<http://www.BroadViewSoftware.com>.

For further information, please contact:

Arthur Drevnig, P. Eng.
Director of Sales & Marketing
BroadView Software Inc.
Arthur@BroadViewSoftware.com
416-778-0623 x233 (phone)
www.BroadViewSoftware.com

Jerry Berger
Vice President General Manager
MicroFirst Engineering Inc.
jberger@microfirst.com
732-522-3532 (phone)
www.MicroFirst.com