

News Release



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HUBCAST, INC. NAMED "COOL VENDOR" BY LEADING ANALYST FIRM

Vendors Selected for the "Cool Vendor Report" are Innovative, Impactful and Intriguing

Wakefield, MA, May 21, 2008 – HubCast, Inc. has been included in the "Cool Vendors in Print Markets and Management, 2008" report by Gartner, Inc., authored by Pete Basiliere, Jackie Yeung, and Ken Weilerstein, dated April 2, 2008.

"We're proud to be named a "Cool Vendor" by Gartner," said Toby LaVigne, CEO. "And we look forward to helping marketing professionals to streamline their print locally and internationally."

Don Seitz, EVP at HubCast, stated, "Recognition by respected industry thought leaders, as well as the momentum we're building with global companies, marketing agencies, and our channel partners, reflect the keen interest in HubCast's global distributed print service and the new way by which print is produced and delivered."

About Gartner's Cool Vendors Selection Process

Gartner's listing does not constitute an exhaustive list of vendors in any given technology area, but rather is designed to highlight interesting, new and innovative vendors, products and services. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness of a particular purpose.

Gartner defines a cool vendor as a company that offers technologies or solutions that are: Innovative, enable users to do things they couldn't do before; Impactful, have, or will have, business impact (not just technology for the sake of technology); Intriguing, have caught Gartner's interest or curiosity in approximately the past six months.

About HubCast

HubCast is a global print-on-demand service for marketing professionals. Through this service, marketing professionals can easily place orders for sales and marketing collateral online. HubCast then immediately routes these orders to the print services provider closest to the point of destination. With HubCast, printing is faster, quality is ensured and shipping costs are significantly reduced.

HubCast. Where Print is Going™ Fast. Global. Green.