



For Immediate Release

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WheelsTV and Medialink Form Strategic Partnership

SAN FRANCISCO, April 4, 2005-- WheelsTV, the first television network, VOD and broadband service dedicated to the automotive lifestyle, and Medialink, the leading provider of multi-media communications solutions for corporations and organizations, today announced the formation of a strategic partnership designed to bring new and exciting coverage of auto-related topics to the public via WheelsTV's multiple distribution channels.

Under terms of the strategic partnership announced at the National Cable Television Association (NCTA) National Show, WheelsTV and Medialink (Nasdaq: MDLK) will jointly develop new consumer automotive lifestyle programming and WheelsTV will distribute this content via the network's various media platforms. WheelsTV On-Demand is currently available in 7 of the top 10 DMA's. The network recently announced plans to deliver programming via the IPTV (broadband internet) through Akimbo. The full linear network launches later in 2005.

"We are excited to be forming this alliance with WheelsTV and its parent company, Automotive Networks," said Lidj Lewis, Vice President, Media Relations, for Medialink. "WheelsTV's delivery of automotive lifestyle programming via multiple media is an ideal fit for our news and information packages. This partnership will substantially enhance the content and service offerings of both organizations, and lay the groundwork for future collaborations across all media."

Medialink and WheelsTV will also explore developing new opportunities, such as a co-branded radio series serving the sponsorship base of both companies. For instance, an advertiser on the WheelsTV television network might be interested in sponsoring a radio report on how to buy car insurance or "The First Five Things to Do When You Get in a Car Accident."

“Our alliance with Medialink, a leading provider of news and information, greatly strengthens both companies’ ability to reach today’s media savvy consumer. As a new media company, WheelsTV is committed to delivering automotive content to the more than 85 million automotive enthusiasts and lifestyleers,” said Greg Willis, Executive Vice President, Affiliate Sales & Marketing, for WheelsTV. “Our bundle of services including on-demand, broadband, cable network is designed to support the growth of our distribution partners, while providing compelling programming that fills a growing demand.”

WheelsTV On-Demand will begin rolling out Medialink’s content to its viewers in June. Development of new programming initiatives, including co-branded programs will be ongoing.

ABOUT Medialink

Medialink (www.medialink.com) is a global leader in providing unique news and marketing-related media strategies and solutions that enable corporations and organizations to inform and educate target audiences with maximum impact on television, radio, print, and the Internet. The Company offers creative services and multimedia distribution programs including video and audio news and short-form programming, press release newswire distribution, and photography production and digital distribution. Through its subsidiary, Teletrax(TM), Medialink also provides global television tracking and media asset management services to help clients determine return on investment from their programming and advertising efforts. Based in New York, Medialink has offices in major cities throughout the United States and an international hub in London.

ABOUT WheelsTV

WheelsTV (www.WheelsTV.net) is the first television network, VOD and Broadband service in the U.S. devoted exclusively to consumers’ interests in cars, trucks and motorcycles—serving both the general audience and the enthusiast with a wide spectrum of vehicle-based entertainment, news and information. WheelsTV Network, WheelsTV On Demand and WheelsTV.net have been developed by the producers of multi-awarding winning automotive programming for Discovery, PBS, Speedvision, Fox and Outdoor Life Networks including *Wild About Wheels*, *Wheels* and *Motor Trend Television*. WheelsTV is a program service of Automotive Networks LLC, headquartered in Acton, Massachusetts.

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With the exception of the historical information contained in the release, the matters described herein contain certain "forward-looking statements" that are made pursuant to the Safe Harbor provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements in this release are not promises or guarantees and are subject to risks and uncertainties that could cause our actual results to differ materially from those anticipated. These statements are based on management's current expectations and are naturally subject to uncertainty and changes in circumstances. We caution you not to place undue reliance upon any such forward-looking statements, which speak only as of the date made. Actual results may vary materially from those expressed or implied by the statements herein. Such statements may relate, among other things, to our ability to respond to economic changes and improve operational efficiency, the benefits of our products to be realized by our customers, or our plans, objectives, and expected financial and operating results. Forward-looking statements may also include, without limitation, any statement relating to future events,

conditions or circumstances or using words such as: will, believe, anticipate, expect, could, may, estimate, project, plan, predict, intend or similar expressions that involve risk or uncertainty. These risks and uncertainties include, among other things, our recent history of losses, our ability to achieve or maintain profitability; worldwide economic weakness; geopolitical conditions and continued threats of terrorism; effectiveness of our cost reduction programs; the receptiveness of the media to our services; changes in our marketplace which could limit or reduce the perceived value of our services to our clients; our ability to develop new services and market acceptance of such services, such as Teletrax; the volume and importance of breaking news which can have the effect of crowding out the content we produce and deliver to broadcast outlets on behalf of our clients; our ability to develop new products and services that keep pace with technology; our ability to develop and maintain successful relationships with critical vendors; the potential negative effects of our international operations on the Company; future acquisitions or divestitures may adversely affect our operations and financial results; the absence of long term contracts with customers and vendors; and increased competition may have an adverse effect on pricing, revenues, gross margins and our customer base. More detailed information about these risk factors is set forth in filings by Medialink Worldwide Incorporated with the Securities and Exchange Commission, including the Company's registration statement, most recent quarterly report on Form 10-Q, most recent annual report on Form 10-K and other publicly available information regarding the Company. Medialink Worldwide Incorporated is under no obligation to (and expressly disclaims any such obligation to) update or alter its forward-looking statements whether as a result of new information, future events or otherwise.