

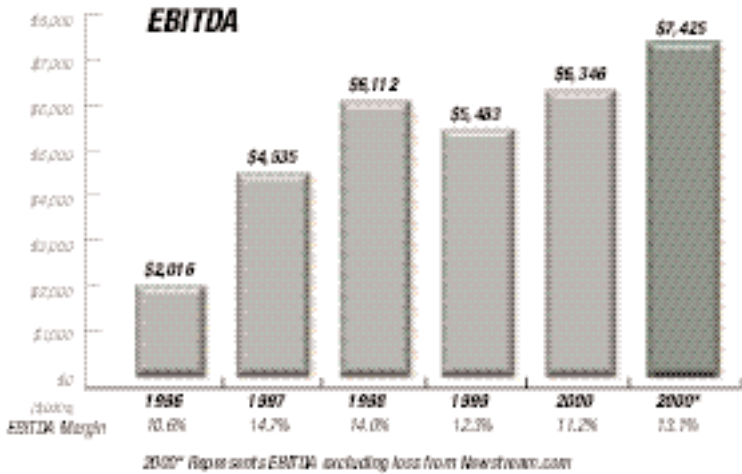
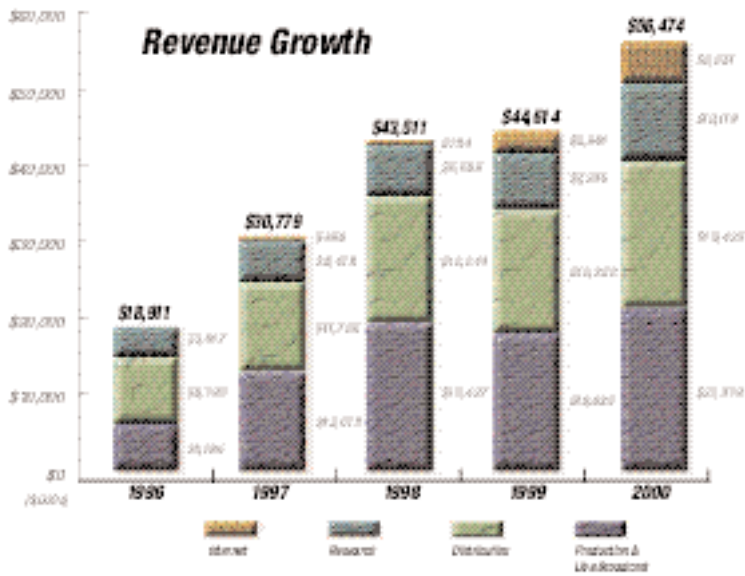
2000
annual

***Worldwide Solutions and Services
for Corporations and Organizations
seeking to Communicate their News***



Media**link**

Financial Highlights



DECEMBER 31,

IN THOUSANDS (EXCEPT PER SHARE DATA)	2000	1999	1998	1997	1996
Revenue	\$56,474	\$44,614	\$43,511	\$30,779	\$18,911
Gross profit	35,958	29,277	27,584	19,636	11,946
Selling, general and administrative expenses	31,426	25,924	23,375	16,161	10,331
Loss from joint venture	1,079	234	—	—	—
Earnings before interest, taxes, depreciation and amortization	6,346	5,483	6,112	4,535	2,016
Operating income	3,453	3,119	4,209	3,475	1,615
Income before provision for income taxes	3,532	3,339	4,548	3,865	1,552
Net income	2,057	1,992	2,335	2,475	904
Diluted earnings per share	\$0.35	\$0.34	\$0.39	\$0.44	\$0.25

DECEMBER 31,

IN THOUSANDS	2000	1999	1998	1997	1996
Working capital	\$10,644	\$11,117	\$13,943	\$14,490	\$1,161
Assets	42,028	36,982	33,293	30,377	9,419
Long-term debt, net	157	233	779	687	748
Stockholders’ equity	\$32,570	\$29,887	\$26,340	\$22,506	\$3,660



Dear Medialink Shareholders

Medialink Worldwide Incorporated has grown rapidly in pursuit of a principal goal: to expand our global leadership position in providing comprehensive and compelling multimedia communication solutions and services to corporations and other organizations seeking to communicate news to their audiences. Medialink combines expertise, creativity and a complex global infrastructure to reach these audiences through all of the media that consumers and corporate decision-makers look to for their news and information – television, radio, print and the Internet.

Through unmatched talent, technology and services, Medialink connects companies and organizations with the news media on a worldwide basis. Clients seeking media exposure for product launches, mergers or any other news story rely on Medialink to help craft their messages into compelling video, audio, still pictures or multimedia web postings. Medialink’s digital pathways around the world ensure that news material is delivered in the most powerful, impactful manner to television, radio, newspaper and Internet newsrooms. A host of tracking systems, some proprietary, then identify where and when clients’ news was printed, posted or broadcast, presenting the quantitative results of the communications effort. Clients seeking to understand the quality of the news coverage also contract with Medialink – analyzing return on their public relations and corporate communications investment.

In a rapidly changing environment and uncertain economy, Medialink remains strong. Since our inception, we have been setting the standard for the entire industry – from the advent of the Video News Release (VNR) to today’s cutting edge tracking and analysis technology to tomorrow’s new frontier of communications. In 2000, we successfully integrated the acquisitions made in 1999; we widened the breadth of the Company’s multimedia communications services; expanded our global distribution capabilities – including the launch of our Newstream.com joint venture; and began building internal editing, broadcast and webcast facilities.

The year 2000 began with strong growth potential, but faced with the collapse of dot-com’s and an economic slowdown in the second half of the year, the fourth quarter fell short of our own expectations. However, we feel that we have built a strong foundation and look forward to future growth. Revenues for 2000 were up 27% to \$56.5 million, compared to \$44.6 million revenues for the year-ended December 31, 1999. We recorded gross profit margins of 64% and operating income, excluding a loss from the Company’s Newstream.com joint venture, of \$4.5 million, up 45% from 1999. Earnings before Interest, Taxes, Depreciation and Amortization (EBITDA), excluding the loss from Newstream.com, were \$7.4 million for the year, up 35%. Net income for 2000 increased to \$2.1 million, or \$0.35 per diluted share.

What makes us so unique and dramatically differentiates us from advertising agencies, video production companies and market research firms is our extraordinary knowledge of and connections to the news media. We are not a public relations agency either. In fact most agencies are our clients. We know how to create video that you will see on the evening news in your hometown and in newscasts worldwide. We garner radio airtime with audio reports we distribute in English, French, Spanish, Portuguese and Russian. Newspapers nationwide depend on us for official news from the White House. We also are unique in our ability to report to our clients the meaning and value of the news coverage they receive. No other company in the world provides this breadth of services.



The selected consolidated financial data on this page has been derived from the Company’s audited consolidated financial statements. The information should be read in conjunction with the consolidated financial statements and related notes and “Management’s Discussion and Analysis of Financial Condition and Results of Operations” included elsewhere in this Annual Report on Form 10-K. Certain acquisitions occurring in 1999, 1998 and 1997 have been accounted for under purchase accounting and accordingly are only reflected herein for dates and periods on and after the respective dates of acquisition. Additionally, all of the balances have been restated to reflect the merger with The Delahaye Group, Inc. which was accounted for as a pooling. See Note 3 of the Company’s Consolidated Financial Statements.

UNIQUE BUSINESS MODEL WITH A CLEAR VISION

We have created a unique business model combining content creation and production, global media distribution and results driven research and analysis, empowering us to assist corporations and other organizations in communicating their news more efficiently and with heightened impact.

As Medialink has evolved over the past fifteen years, we put together all of the pieces of the puzzle to service clients' communication needs from start to finish:

Multimedia Content Creation and Production. We blend counsel, creativity and technology to produce video and audio news releases, photography and online multimedia news content. We have provided production solutions for corporations and other organizations seeking to communicate any type of news, from new product launches and recalls to mergers and acquisitions to entertainment promotions and public policy statements. During the year we provided these services to such high-profile companies as AOL/TimeWarner, AT&T, General Motors, IBM, Dell Computer, Intel, Disney, British Airways, Pfizer Pharmaceuticals, Philip Morris, Ford Motor Company, Jaguar, Pearson, Ericsson, Sony and Novartis.

Global Media Distribution. We offer a global breadth of distribution channels for communicating news that is second to none. We continued to expand our distribution infrastructure through a number of strategic video, audio and text distribution agreements with high-profile media companies, among them AOL/TimeWarner, CBS Newspath, Fox NewsEdge, The Associated Press, The Press Association of the United Kingdom, ABC Radio and Yahoo. Through an advanced infrastructure and direct satellite access to newsrooms across the world, we distribute news content to television, radio, print and Internet newsrooms. Adding to our distribution offerings is our U.S. Newswire service, a leading news release wire service for government, association and public affairs news sources, providing unparalleled distribution of news to print, broadcast and online media worldwide. Furthermore, our Newstream.com joint venture has quickly become a leading Internet portal dedicated to distributing multimedia news content to more than 6,500 online news and information sites that increasingly need streaming video, audio and other rich media content to remain competitive. Clients utilizing Newstream.com include 20th Century Fox, American Express, AOL/TimeWarner, Ericsson and General Motors.

Results Driven Research and Analysis. Completing the puzzle is the accelerated development of the Company's research offerings which was enhanced by the 1999 acquisition of the Delahaye Group, a leading public relations and media analysis firm. During 2000, we successfully integrated Delahaye with our existing research operations. The new research team has emerged as a leader in helping corporations and organizations around the world communicate more efficiently and effectively. By providing media monitoring, analysis and public relations research, we help corporations, such as Accenture (formerly Andersen Consulting), AT&T and Hewlett Packard, determine return on investment from their communications efforts.

OUR GLOBAL GROWTH STRATEGY:

1. Continue to Invest in Technology. As Medialink's core service capabilities continue to be expanded to meet client demand, we continue to make strides in new technological directions. Medialink has an impressive investment track record and we have accelerated our efforts to create new applications. Contributing to Medialink's growth in 2000 were previous investments in our research group's tracking and monitoring systems – Teletrax, Infotrend, NewsIQ and Total News Tracking, a service of Medialink and Northern Light Technology. As a result of these investments, the research group recorded revenues of \$10.1 million for the year and continues to invest in technology to drive revenue growth. We demonstrated additional devotion to this strategy of organic growth by investing in our state-of-the-art in-house editing, broadcast and webcast facilities that have the potential for additional service offerings and new sources of revenue.

2. Continue to Explore New Acquisitions and Services Within Our Three Core Capabilities. Since the Company's first acquisition in 1996, we have completed and integrated a number of key strategic acquisitions. In July 1998, Medialink acquired all of the assets of a pre-eminent producer of television news services on behalf of corporate clients for use by British broadcasters, and one of the few significant competitors to

Medialink's International operations. We encountered difficulties in 1999 integrating the property, but under the leadership and hard work of a new International management team, we are pleased to report that the fruits of that investment grew considerably during 2000 and we look forward to continued international expansion. In November 1998, Medialink expanded its UK still photography service into the United States through the acquisition of WirePix, a New York-based public relations photo service. In 1999, the Delahaye brand became part of our own research operations. Also in 1999, Medialink acquired U.S. Newswire, further expanding our distribution reach. In keeping with our acquisition strategy and track record to grow our core business, we continue to seek easily integrated, cost-effective acquisitions.

3. Continue to Expand Internationally. Rounding out our growth strategy is international expansion. With new management in London, deployment of Teletrax and expansion of our sales and marketing efforts throughout Europe, we enhanced our international operations. We believe that our experienced production teams, global distribution alliances and infrastructure, and technologically advanced media tracking systems position us for international growth. We have already begun to experience this growth through clients such as Novartis, Pearson, Ericsson and The British Foreign & Commonwealth Office. In 2001, we will further penetrate the largely untapped European marketplace.

POSITIONED FOR STRONG GROWTH

Medialink reported record revenue in 2000 and we maintained our high gross profit margins resulting in strong cash flow growth. We believe the best way to measure Medialink's performance is by evaluating our revenue growth, gross profit margins and cash flow. Our cash flow growth allows us to further develop the Company by investing in technologies for the future. However, the price we pay is on the bottom-line. As we remain profitable, our EPS growth is moderated because of the amortization of certain costs associated with acquisitions and the investments we make in technology. But this financial performance, achieved amid heightened economic pressure in the United States, supported Medialink's investments in new technologies and service offerings as well as the development and construction of our new state-of-the-art in-house editing and broadcast facilities in New York and London.

While the future holds many exciting opportunities for Medialink, our success will depend on how well we execute our strategy and manage the challenges we face. We must maintain our passionate client focus and always work toward exceeding our clients' rapidly increasing expectations, winning their vote as their strategic communications partner. It is essential that we successfully implement our global growth strategy. Faced with increased competition and economic obstacles, it is also important to maintain our product leadership in each market segment that we serve while expanding into new markets. In addition, we must continue to hire and retain the best people in the industry.

Medialink has completed a strong year of foundation building, which will result in value creation for our shareholders. Strategically, our main focus in 2001 will be to broaden our revenue base through cross-selling and marketing initiatives, increasing our presence internationally and introducing more comprehensive communications solutions and services to an expanding worldwide customer base. Given the evolution of multimedia communications and its tremendous growth opportunities across all distribution channels, we remain confident about the future. We are most appreciative of your continued confidence in the growth and direction of the Company. We would also like to recognize our employees and express our gratitude for their tireless efforts day-in and day-out. Medialink's success to date is a direct result of their combined commitment, focus and persistence. We thank them and join them in facing the challenges of 2001 and the new millennium.



(Photographed in Medialink's new broadcast studio.)

Laurence Moskowitz
Laurence Moskowitz
Chairman, President and
Chief Executive Officer

J. Graeme McWhirter
J. Graeme McWhirter
Executive Vice President,
Chief Financial Officer



Medialink

We communicate news for corporations and organizations through creative **content creation and production**, **multimedia distribution** throughout the world, and **research and analysis** to gauge the impact of communications efforts.



communicating
your news

In 2000, Medialink provided **production solutions** for AOL/Time Warner, Ericsson, General Motors and thousands of other companies.

Medialink produces compelling video and audio news releases, satellite and radio media tours, webcasts, videoconferences, corporate video and photography.

Content Creation & Production

Multimedia Distribution

Research & Analysis

Medialink clients reached billions of viewers in 2000 through an **unmatched distribution infrastructure** for communicating news across all media.

Newstream.com launched in January 2000 as the leading Internet portal dedicated to distributing downloadable multimedia news content to online newsrooms.

Agreements with Yahoo! and America Online expanded the reach of press releases distributed through **U.S. Newswire**.

Cutting-edge media monitoring systems like NewsIQ and TNT contributed to the growth of **Delahaye Medialink**.

Medialink

Investor Information

BOARD OF DIRECTORS

Laurence Moskowitz
Chairman, President and Chief Executive Officer,
Medialink Worldwide Incorporated

J. Graeme McWhirter
Executive Vice President and
Chief Financial Officer,
Medialink Worldwide Incorporated

Harold Finelt
Vice President,
American Research & Development

Donald Kimelman
Director, Venture Fund,
The Pew Charitable Trust

Alain Schibl
Global Head of Capital Markets,
Union Bancaire Privée of Geneva

James J. O'Neill
Private Financial Consultant

Paul Sagan
President and Chief Operating Officer,
Akamai Technologies, Inc.

Theodore Wm. Tashlik
Member, Tashlik, Kreutzer, Goldwyn &
Crandell, P.C.

AUDIT COMMITTEE

Messrs. Finelt, Kimelman and O'Neill

COMPENSATION COMMITTEE

Messrs. Finelt, Kimelman and Tashlik

STOCK OPTION COMMITTEE

Messrs. Finelt, Kimelman

FORM 10-K

The Company would be pleased to provide, without charge, a copy of its most recent 10-K upon written request to the Chief Financial Officer, Medialink Worldwide Incorporated, 708 Third Avenue, New York, NY 10017. A full copy is also available online at www.medialink.com.

STOCK EXCHANGE LISTING

The common shares of Medialink Worldwide Incorporated are traded over The Nasdaq Stock Market® under the symbol MDLK.

INVESTOR RELATIONS CONTACT

Ryan Barr – rbarr@medialink.com
Director of Investor Relations

CORPORATE MARKETING CONTACT

Michael Asen – masen@medialink.com
Vice President, Corporate Marketing

TRANSFER AGENT

Mellon Shareholder Services
450 West 33rd Street
New York, NY 10001
www.mellon.com

INDEPENDENT AUDITORS

KPMG LLP
345 Park Avenue
New York, NY 10154
(212) 758-9700

OUTSIDE COUNSEL

Tashlik, Kreutzer, Goldwyn & Crandell, P.C.
833 Northern Boulevard
Great Neck, NY 11021
(516) 466-8005

HEADQUARTERS

Medialink Worldwide Incorporated
708 Third Avenue
New York, NY 10017 USA
(212) 682-8300
(800) 843-0677
Fax (212) 682-2370
www.medialink.com

INTERNATIONAL HUB

Medialink Worldwide Incorporated
7 Fitzroy Square
London, W1P 5AH, United Kingdom
011-44-207-554 2700
Fax 011-44-207-554 2720

WORLDWIDE OFFICES

Atlanta • Boston • Chicago
Cologne, Germany • Dallas • London
Los Angeles • New York • Norwalk, CT
Portsmouth, NH • San Francisco
Washington, DC

MARKET FOR THE REGISTRANT'S COMMON EQUITY AND RELATED STOCKHOLDER MATTERS

The Company's common stock trades on The Nasdaq Stock Market® under the symbol MDLK.

The following table sets forth the high and low closing sales prices per share of the Company's common stock for the periods presented.

QUARTER ENDED	LOW	HIGH
Quarter ended March 31, 1999	10	17
Quarter ended June 30, 1999	14	19-1/2
Quarter ended September 30, 1999	10-1/4	21-7/8
Quarter ended December 31, 1999	4-7/8	10-5/8
Quarter ended March 31, 2000	6-1/2	12-15/16
Quarter ended June 30, 2000	5-3/8	9-1/8
Quarter ended September 30, 2000	5-5/8	7-7/16
Quarter ended December 31, 2000	3-3/4	7-1/4

As of December 31, 2000, there were approximately 1,921 holders of record of the Company's common stock.

The Company has not paid, and does not anticipate paying for the foreseeable future, any dividends to holders of its common stock. The declaration of dividends by the Company in the future is subject to the sole discretion of the Company's Board of Directors and will depend upon the operating results, capital requirements and financial position of the Company, general economic conditions and other pertinent conditions or restrictions relating to any financing.

NOTICE OF ANNUAL MEETING

Medialink Worldwide Incorporated will conduct its Annual Meeting at the Company's Headquarters, 708 Third Avenue, 8th Floor, New York, NY 10017 USA, at 9:30 a.m. on Thursday, June 7, 2001.