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

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-coms 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.

We think it makes us so unique and dramatically differentiates us from advertising agencies, video production companies and market research firms is our extraordinary knowledge and connections to the news media. We are not a public relations agency either. In fact most agencies are

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.

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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 MediLink 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.
- Global Media Distribution.
- Multimedia Content Creation and Production.
- Global Media Distribution.

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 their type of news, from 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 media companies as AOL/Time Warner, AT&T, General Motors, IBM, Dell Computer, Intel, Disney, British Airways, Pflab Pharmaceuticals, Philip Morris, Ford Motor Company, Japan, Pearson, Ericsson, Sony and Nortel.

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/Time Warner, CBS News, Fox News, The Associated Press, The Press, the Associated Press, the Associated Press, the Associated Press, the Associated Press, the Associated Press, the Associated Press, the Associated Press, the Associated Press, the Associated Press, the Associated Press, the Associated Press, the Associated Press, the Associated Press, the Associated Press, the Associated Press, the Associated Press, the Associated Press, the Associated Press, the Associated Press, the Associated Press, the Associated Press, the Associated Press, the Associated Press, the Associated Press, the Associated Press, the Associated Press, the Associated Press, the Associated Press, the Associated Press, the Associated Press, the Associated Press, the Associated Press, the Associated Press, the Associated Press, the 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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.

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.

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

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WORLDWIDE OFFICES
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Cologne, Germany • Dallas • London
Los Angeles • New York • Norwalk, CT
Portsmouth, N.H • San Francisco
Washington, D.C

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.

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.

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<th>QUARTER ENDED</th>
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<th>HIGH</th>
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<td>March 31, 1999</td>
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<td>June 30, 1999</td>
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<td>September 30, 1999</td>
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<td>December 31, 2000</td>
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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.