



**FOR IMMEDIATE RELEASE**

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**Updated FlyCast 2.0 is Now Available in BlackBerry AppWorld**  
Limited Time “20 Hours for the Price of 5” Promotion Introduced

**Lancaster, Penn., – September 1, 2009** – FlyCast announced today that the new 2.0 version of its popular mobile broadcasting service is now available from BlackBerry App World. FlyCast 2.0 allows users to “cache” any of the 1500 channels offered on its service at high speed when wirelessly connected, and then enjoy the cached entertainment at any later time. The new caching feature offers dramatic battery life improvement, and allows FlyCast’s content to be enjoyed anywhere, regardless of wireless connectivity.

While the basic FlyCast service continues to be offered free, the caching feature is a one-time paid upgrade. Users who download and install FlyCast 2.0 on their BlackBerry Bold, Storm, Tour, or Curve smartphone can try the caching feature free for one week.

Unlike most mobile music services, FlyCast does not charge users on a monthly or yearly basis. FlyCast’s service is tied to the user’s device, and the caching feature is a one-time charge. As an introductory offer during the month of September, FlyCast is offering BlackBerry users who upgrade to the caching feature 20 hours of caching for the price of 5 hours (\$9.95). Regular pricing for the caching feature is \$9.95 for five hours of storage, and \$19.95 for 20 hours of storage.

FlyCast 2.0 is available as a free download from BlackBerry App World ([www.blackberry.com/appworld](http://www.blackberry.com/appworld)) and at the FlyCast website ([www.flycast.fm](http://www.flycast.fm))

To help promote FlyCast 2.0, FlyCast also introduced an affiliate marketing program that allows blogs, websites and forums that focus on BlackBerry phones to profit from driving users to FlyCast. The program pays affiliates a 10% commission and can be joined at [www.flycast.fm/affiliates](http://www.flycast.fm/affiliates).

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**EDITOR’S NOTE:**

FlyCast logos and high resolution screen shots are available at [www.flycast.fm/press/](http://www.flycast.fm/press/).

**About FlyCast**

FlyCast delivers radio and video content – music, sports, news, traffic, weather and talk – to portable cellular and WiFi devices. The company has more than 1500 content partners providing regional, national and specialty content to subscribers every day. Founded in 2006 by a group of seasoned media industry veterans, FlyCast puts the content consumers crave in the palms of their hands. FlyCast also works with CDNs and ISPs to improve quality of service for stream delivery.

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