



PRESS RELEASE

For Immediate Release

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FlyCast Piles On New Platform Enhancements

Leading Mobile Broadcast Network Adds Desktop Widget, Android Support, More

CES SHOW, LAS VEGAS, NV – January 8, 2009 – FlyCast announced a number of new enhancements to its industry-leading mobile broadcast network today, including a move to the desktop with its new player widget for PCs and Macs. Other announcements include support for the T-Mobile G1 and other upcoming Google Android-based devices, a new “What’s On Now” program guide feature, a Facebook interface, a partnership with AccuWeather.com and support for AAC+ and Windows Media streams.

“2009 will be a year of transition for broadcasting, as hundreds of millions of new ‘smart devices’ hit the streets, with incredible media consumption capabilities,” noted FlyCast CEO Sam Abadir.

“FlyCast continues to lead the way in offering broadcasters and webcasters innovative platform capabilities to take full advantage of these new and compelling distribution opportunities.”

The Desktop Player Widget

Beginning immediately, listeners can download a standalone desktop player that exactly mirrors the FlyCast mobile experience, with 1000 traditional stations plus 300 ‘personalized’ stations with unlimited song skipping available. Dedicated versions of the player will also be available for the company’s webcast partners AccuRadio, 1.FM, 977 Music, 1Club.FM and radiolO. These widgets can be downloaded free from the company’s website at www.flycast.fm. Based on Adobe Air technology, FlyCast’s desktop players work on Mac or PC platforms.

Android/T-Mobile G1 Added to Supported Phones

FlyCast also announced support for Android-based phones, specifically, the T-Mobile G1. According to industry reports, dozens of new Android-based devices are in development and set for release in 2009. The Android-based phones join the Apple iPhone, iPod Touch and the BlackBerry Storm, Bold and Curve in FlyCast’s supported phones.

A New Program Guide Plus Song-Skipping and StreamShift™ Enhancements

FlyCast listeners will now be able to instantly select their favorite broadcast program to listen to from the company’s new ‘What’s On Now’ feature. FlyCast broadcast partners, including Entercom, FOX News, Sandusky and Cromwell Radio Groups, stream many of the most popular shows in the U.S, including programs hosted by Rush Limbaugh, Bill O’Reilly, Laura Ingram, Sean Hannity and those featuring popular sports show hosts, including Jim Rome, Mike & Mike in the Morning, The Herd with Colin Cowherd, and Tirico & Van Pelt. With FlyCast’s StreamShift™ feature, listeners can tune in to a

broadcast at any point, ensuring that they do not miss any part of their favorite shows. Additionally, over 300 stations have been enhanced with *unlimited* song-skipping functionality.

Facebook Support

FlyCast has added support for Facebook Connect and Facebook feeds. Facebook Connect allows users to use their Facebook login for FlyCast, eliminating the need for a new user name and password. Facebook feeds will optionally allow users to post their listening interests to their Facebook profile automatically.

AccuWeather.com

FlyCast has partnered with AccuWeather.com, “The World’s Weather Authority” to provide its audience with instant weather forecasts and updates. When a user selects a city within FlyCast, they are presented with one-click access to AccuWeather’s local forecast information, including current conditions with sky conditions, high and low temperatures, patented RealFeel® temperature and three-day forecasts. Through FlyCast’s partnership with AccuWeather, users can easily check the weather wherever they are, wherever they are travelling, and wherever friends and family may be.

AAC+, Windows Media Support

FlyCast now offers support to broadcasters that have deployed their streams in AAC+ and Windows Media formats. The AAC+ codec offers higher quality at lower streaming bitrates, allowing broadcasters the ability to both save streaming costs and reach a larger audience that does not have access to more powerful 3G networks. The Windows Media codec provides similar quality and bitrate advantages, but is not natively supported by the Apple iPhone and iPod Touch.

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EDITOR’S NOTE:

A FlyCast review guide, logos, and hi resolution screen shots are available at www.flycast.fm/press/.

About FlyCast

FlyCast was founded as 2006 by a group of seasoned media industry veterans to create cutting edge media management technology for emerging mobile smart devices. In January 2008, the company announced its revolutionary content network that delivers digital broadcasts to portable cell phones and WiFi devices. The FlyCast’ server software dramatically improves quality of service for stream delivery and is offered to CDNs and ISPs free of charge.

FlyCast partners include Entercom Communications, FOX News, AccuRadio, Radio Paradise, SmoothJazz.com, 1.FM, 977Music, 1Club.FM and radiolO. The FlyCast Network includes over 1200 channels of music, news, talk, sports, weather, local programming and video.

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