



PRESS RELEASE

Press Contact: Roy Smith
press@flycast.fm

Advertising Contact: Joe Monastiero
ads@flycast.fm

FlyCast Announces Advertising Platform, Use of DoubleClick Solutions Mobile Broadcast Network Adds Monetization Engine for Targeted Ad Delivery

CES SHOW, LAS VEGAS, NV – January 8, 2009 – FlyCast announced today that the company is offering advertisers the ability to deliver tightly-targeted ads through its mobile broadcast network. Additionally, FlyCast has selected the DoubleClick platform as its first ad-serving solution provider. FlyCast now offers new advertising opportunities on three of the most popular smartphone platforms – the Apple iPhone, the new BlackBerrys (Curve, Bold and Storm) and the T-Mobile G1.

“Terrestrial radio broadcast revenues have declined significantly and steadily for the past few years. The FlyCast ad platform was built specifically to help our broadcast partners create new and forward-looking revenue streams.” Said Sam Abadir, FlyCast’s CEO. “Mobile broadcast consumption is forecasted to grow explosively in the coming years, as is the migration to mobile platforms for advertiser spending.”

The FlyCast Ad Platform takes advantage of the network’s player-server architecture to deliver true 1-to-1 mobile ad targeting. With FlyCast, advertisers have the ability to reach consumers by targeting age, gender, location, listening interests and device type. The platform offers both display and audio ad insertions. FlyCast supports Interactive Advertising Bureau and Mobile Marketing Association standard ad formats. Targeted audio ads of any length can be inserted and delivered to anyone, anywhere and at any time. By using DoubleClick’s DART ad serving and reporting platform, the network will be serving and accounting for ads with one of the industry’s leading solution providers, a platform that both advertisers and broadcasters are familiar with and trust.

The FlyCast Mobile Broadcast Network includes over 1200 stations from top terrestrial and web broadcasters, partners including Entercom, FOX News, Sandusky Radio, the Cromwell Radio Group, AccuRadio, 977 Music, 1.FM, radiolO, SmoothJazz.com, Radio Paradise and 1Club.FM. These broadcasters have a combined terrestrial and digital reach of over 20M weekly listeners, with hundreds of millions of total listening hours. The network provides unsurpassed quality of service and paradigm-shifting features, like StreamSlip™, which allows users to continue to listen to a station even during extended periods without a connection; StreamShift™, which allows latecomers to skip back to early segments or the beginning of news, talk and sports radio shows, and SongSkip™, which allows listeners to skip to the next song on certain webcast

stations and pause on all stations. The BlackBerry smartphone version of FlyCast supports background play, allowing users to listen while they use their handset for other functions, and also supports playback through Bluetooth® stereo headsets.

DoubleClick is a trademark of Google Inc.

###

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.

CustomCast, DirectLink, SongSkip, Top of the Hour, StreamSlip, and StreamShift are FlyCast trademarks. The BlackBerry and RIM families of related marks, images and symbols are the exclusive properties and trademarks of Research In Motion Limited. The iPhone and iPod Touch of related marks, images and symbols are the exclusive properties and trademarks of Apple Computer Corp. Wi-Fi is a registered trademark of the Wi-Fi Alliance. All other trademarks and trade names are the property of their respective owners.