



PRESS RELEASE

Press Contact: Roy Smith (717) 846-0499

press@flycast.fm

Business Development Contact:

Joe Monastiero (925) 577-9343

bizdev@flycast.fm

FlyCast Delivers White Labels and Station DirectLinks for Broadcasters

New platform capabilities offer stations and multi-casters branded mobile destinations

LANCASTER, PA – December 4, 2008 – FlyCast today announced two new initiatives intended to increase the flexibility and marketing power of its industry-leading mobile broadcast network. With the introduction of FlyCast DirectLink™, any webcaster or terrestrial broadcaster in the FlyCast network can drive listeners to their own branded iPhone player that features their station exclusively. DirectLink will instantly put a station's launch icon directly on the mobile phone, PC or Mac desktop. DirectLink is available to all FlyCast network stations, free of charge.

Also announced today was FlyCast CustomCast™ for multi-station broadcasters. CustomCast allows broadcasters with more than one station a private branded, custom FlyCast guide that features only their properties. Broadcasters participating in the launch are AccuRadio, with over 300 stations, 977 Music, 1.FM, radiolO, and 1Club.FM .

Like all stations on the FlyCast Mobile Network, CustomCast stations will initially be available for Apple iPhone, the Apple iPod Touch and as a standalone PC and Macintosh player. Blackberry Curve, Bold and Storm versions will follow in the next few weeks. As with DirectLinks, a group launch icon can easily be installed on the mobile, PC or Mac desktop. CustomCast is also available to FlyCast network partners and their stations free of charge.

"Terrestrial broadcasters and Internet webcasters want to direct their current over-the-air and online streaming audience to their own mobile destination," said Joe Monastiero, VP of Business Development for FlyCast. "The original FlyCast Guide was always intended as a discovery platform for listeners. CustomCast and DirectLink provide our radio partners with the perfect solution for station self-promotion. And we have done this at a market-correct pricing structure – Free."

The FlyCast Mobile Broadcast Network includes over 1000 stations from top terrestrial and web broadcasters, including Entercom, FOX News, AccuRadio, 977 Music, 1.FM, 1Club and radiolO. 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; Top of the Hour™, which allows latecomers to listen from the beginning of news, talk and sports radio shows; 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.

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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 PC industry veterans to create cutting edge media management technology for mobile digital media players. In January 2008, the company announced its revolutionary content network that delivers digital broadcasts to portable cell phones and media players. FlyCast offers its FlyCast server software improves quality of service for stream delivery and is offered to CDNs and ISPs for free.

FlyCast partners include Entercom Communications, FOX NewsAccuRadio, Radio Paradise, SmoothJazz.com, 1.FM, 977Music, 1Club.FM and radiIO. The FlyCast Network includes over 1000 channels of music, news, talk, sports, weather, local programming and video.

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