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radioio Links with FlyCast Network for Mobile Distribution

TAMPA, FLORIDA –SEPTEMBER 15, 2008 - Internet radio pioneer **radioio** (“radio eye-oh,” for “Internet only”), a service of ioWorld Media, Inc. (OTCPK: IWDM), announced today that it has linked with the FlyCast Mobile Broadcast Network to deliver radioio’s 60 streaming music channels to iPhone and iTouch mobile devices. The new service is available immediately.

Continuously webcasting music since 1998, radioio (www.radioio.com) currently features 60 proprietary streaming music channels in such popular music formats as pop, rock and country, as well as innovative formats/genres including *Newgrass*, *Guitar Heroes*, *Idols* and *Women In Rock*. More than a million unique listeners tune in to radioio each month.

FlyCast mobile IP (Internet Protocol) broadcast network works with the largest content broadcasters and webcasters in the world to help deliver their audio and video to mobile platforms. FlyCast currently works on mobile devices with Safari browsers, like the Apple iPhone and the iPod Touch, and the network will soon be available on any mobile device with a full web browser.

Mike Roe, founder of radioio, said, “FlyCast’s mobile media application is one that we’re very excited to be part of, and we will be heavily promoting the association to our listener base. We continue to see the Internet as the future of radio, and wireless as the future of the Internet, so we’ll keep focusing our efforts and partnerships on those who allow us to extend the distribution of our content via wireless devices, like the iPhone. We expect to see significant gains in mobile and wireless access to our exclusive radioio content as a result.”

“radioio is truly an innovator and pioneer in the delivery of compelling webcasts,” said Joe Monastiero, VP of Business Development for the FlyCast Network. “They have amazing programming and some breakthrough formats that the FlyCast crowd will absolutely love. We’re honored that they have chosen our network as a mobile delivery platform for their streams.”

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About radioio

radioio is a wholly-owned subsidiary of ioWorld Media, Inc. (OTCPK: IWDM), which is headquartered in Tampa, Florida, and is dedicated to identifying, testing and marketing innovative consumer media alternatives. ioWorld Media currently owns www.radioio.com, an advertiser-supported, multi-channel Internet radio station; io4business, an innovative custom background music and messaging service for businesses; and SearchPlay, LLC. SearchPlay™ technology moves the Internet search engine to inside the media player, revolutionizing the way listeners search while listening online.

About FlyCast, Inc.

FlyCast Inc. (FlyCast.fm) was founded in 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. The FlyCast Network currently includes over 1000 channels of broadcast audio and video content.

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