



FOR IMMEDIATE RELEASE

## **JETCAST® ANNOUNCES INNOVATIVE PROGRAM TO ELIMINATE MONTHLY STREAMING BILLS FOR INTERNET RADIO BROADCASTERS**

New York, New York – September 23, 2009 - Jetcast®, a leading provider of high quality broadcasting solutions for Internet radio and television broadcasters, announced today that it will offer Internet radio broadcasters unlimited streaming at up to 256 kbps in exchange for a small portion of the advertising avails in and around the broadcast stream. In addition to Jetcast's revolutionary streaming solution, broadcasters have convenient access to Jetcast's advertising sales network, ReplaceAds™, to sell the remaining audio, video and display inventory.

“Our goal is to help broadcasters make their streaming efforts profitable,” said John Williams, CEO of Jetcast. “The best way to do that is to eliminate the costs associated with streaming and at the same time, increase the revenues generated by the broadcasts. The Jetcast program accomplishes both of these.”

The Jetcast broadcasting solution includes reporting tools, online metrics, ad sales through ReplaceAds™, and covers the cost for the broadcaster to use designated third party ad insertion software. For broadcasters currently in long term agreements with other Content Delivery Networks, Jetcast can provide a higher quality stream (128, 192, or 256 kbps) to augment the broadcaster's existing 32kbs or 64kbs stream.

“Because of our innovative distribution technology as well as the significant growth we have achieved in our Internet radio and television ad network, we are in a unique position to make this offer,” says Jeff Pescatello, Co-Founder of Jetcast. “By eliminating the high cost of bandwidth, this new program allows Internet broadcasters to focus on growing their loyal listener base and revenue.”

Broadcasters interested in this new program should contact a Jetcast sales person through the [www.Jetcast.com](http://www.Jetcast.com) website.

### **About Jetcast®**

Jetcast's mission is to make Internet broadcasting profitable for broadcasters and advertisers. We lower costs and increase revenues for broadcasters, and we increase return on advertising investments for our advertisers. Every time . . . and with every partner. For more information about Jetcast, please visit our website at [www.Jetcast.com](http://www.Jetcast.com). For more information about ReplaceAds, please visit our website at [www.ReplaceAds.com](http://www.ReplaceAds.com).

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