



JETCAST BARTER PROGRAM LETS ONLINE RADIO BROADCASTERS IMPROVE THEIR BOTTOM LINE

New York, New York – March 30, 2010 - Jetcast®, a leading provider of high quality broadcasting solutions for Internet radio and television broadcasters today announced that it is increasing the availability of its online streaming barter program. The program allows Internet radio broadcasters of any size to reduce or eliminate their online streaming costs and take advantage of the industry's growing online ad revenue by participating in ReplaceAds™, the leading source for audio, video and display ad impressions on Internet radio and television properties.

According to a new report out from media strategy firm BIA/Kelsey, radio stations' digital revenue is expected to grow to \$500 million in 2010, and to \$800 million by 2014. "Now is the perfect time for us to ramp up our innovative streaming barter program as more and more online radio broadcasters look for new technologies that will grow their top and bottom line revenue," says Jeff Pescatello, Co-Founder of Jetcast.

With this first-of-its-kind online streaming barter program, Jetcast is able to offer Internet radio broadcasters unlimited audio or video streaming in exchange for a small portion of the advertising avails in and around the broadcast stream. "Most stations can be profitable from day one because Jetcast will purchase all of the pre-roll and display inventory generated by the station's broadcast each month just for using Jetcast products," adds John Williams, CEO of Jetcast. "As we like to say, "If you are paying for your online radio streaming, you are paying too much."

Jetcast allows any broadcaster to use its barter program to eliminate the expense traditionally associated with high bit rate streams, even if the station uses another provider for its low bit rate streams.

Jetcast will be showcasing its innovative barter program at NAB on April 12 – 15, 2010 in the Central Hall at booth C3128. Broadcasters interested in this new program can also contact a Jetcast sales person through the 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. For more information about ReplaceAds, please visit our website at www.ReplaceAds.com.

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