



## **PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

### **PodOmatic Offers New Broadcast to Podcast Services**

*Complete Turnkey Solution to Easily Podcast Existing Programming,  
Recognize New Revenue Opportunities*

**SAN FRANCISCO, California, February 2, 2006** — PodOmatic™, the leader in free services enabling anyone to easily find, create, distribute, promote and listen to podcasts, announced today new services enabling traditional broadcast radio to offer programming via podcasting. Stations can now easily make all or any part of their content available to their audience at any hour of the day, delivered directly to their PC, iPod, mp3 player or other portable media device. The new *Broadcast to Podcast Services* allows terrestrial radio to meet the growing demand for digital content, strengthen relationships with their audiences and effectively compete online with streaming music portals vying for listener mindshare.

PodOmatic's *Broadcast to Podcast Services* makes it easy for terrestrial radio to stream and podcast their programming. Stations simply upload an mp3 file through the company's online wizard and PodOmatic ensures the podcast is encoded properly and correctly syndicated to all podcast directories (e.g. Yahoo!, iTunes). Stations can then access detailed listener statistics and utilize a robust set of online promotional and viral marketing tools to grow their audience. PodMail, and exclusive service from PodOmatic similar to email, enables a station's promotional team to deliver an audio or video announcement to any and all members of the station's email database.

"Podcasting is allowing us to grow our listener base during a time where how people create, consume and share news and information is changing daily," said Cameron Smith, Director of Engineering of Kindred Communications. "PodOmatic enables us to stay focused on creating

shows and their tools for promoting and tracking who is listening to those shows, better than any other ratings service, and allows us to offer our advertisers competitive opportunities to more effectively reach a larger consumer audience.”

“Podcasting is another way for us to get unique content out to our listeners. It’s just another way for us to foster loyalty between those listeners and the personalities they hear everyday,” said Kris Fay, Internet Director of KXL.com & JamminFM.com. “In the case of our morning show, The Playhouse, podcasting is a chance to distribute material that may not have been appropriate over the airwaves or that we may not have had time to air. I think you’ll see more and more stations doing it, but the ones that will benefit the most are the ones that start now.”

“Podcasting is not a threat to traditional radio; it’s an opportunity,” said Johnny Mansour, Co-Founder and Chief Business Development Officer of PodOmatic, Inc. “By making it easy for them to stream and podcast their programming, stations can quickly expand their listener base, promote their station to a larger audience, and introduce their programming to listeners outside traditional demographics. These benefits also create attractive opportunities for a station’s advertisers.”

Audience erosion from terrestrial radio to alternative audio entertainment is steadily increasing as people demand more control over what they listen to, when they want to and the freedom to take their programs on the go with them. This signifies traditional radio must evolve with the listening habits of its audience or risk losing them. However, properly encoding bit rates, learning how RSS and XML work and bandwidth concerns are just a few of the challenges stations face when digitizing their content. PodOmatic’s new broadcast to podcast services make it as simple as attaching a file to an email for stations to offer all or any part of their content available any hour of the day, delivered directly to their PC, iPod, mp3 player or other portable media device.

The leading provider of simple-to-use, web-based podcast and videocast creation and hosting services, PodOmatic is rapidly becoming the premiere destination for content producers and consumers, alike. To learn more about PodOmatic’s Broadcast to Podcast Services and how a customized program for your station, please visit: <http://www.podOmatic.com/radio>. For additional information on PodOmatic, visit [www.podomatic.com](http://www.podomatic.com).

**About PodOmatic, Inc.**

PodOmatic, Inc. specializes in the creation of sophisticated tools and services that enable anyone to easily find, create, distribute, promote and listen to podcasts and videocasts. Headquartered in San Francisco, CA, the company's comprehensive suite of free products and services offers powerful communication and connection tools for podcasters and listeners in the emerging content-on-demand media market. For additional information, visit <http://www.podOmatic.com>.

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