



BROADVIEW OFFERS TRAFFIC/SALES SYSTEM FOR RADIO Integrated Solution A New Option For Stations & Groups

AUSTIN, TX. (NAB Radio Show, Booth #721) – September 17, 2008

BroadView Software today unveiled its latest product offering to radio managers, providing a new approach for traffic and sales solutions. Already, the BroadView radio offering has been chosen by over 50 stations across the United States combining billing, traffic and sales reporting under a unified, easy-to-understand, PC-based interface.

“BroadView represents a new generation of information technology that is a game-changer in this industry which has been dominated by a few familiar players,” said Bunk Robinson, Radio Sales Director, BroadView Software. “As the name BroadView suggests, we take an enterprise-wide perspective to information management. Sharing these information resources – whether at a station, group or network level - creates tremendous gains in efficiency and utility.”

Robinson also noted that though BroadView is a new name on the radio landscape, the new offering is built on the solid foundation of a well-established broadcast management systems leader with over 20 years of experience in delivering reliable, broadcast solutions.

BroadView's radio solution offers many key advantages over legacy systems including:

- Accurate, real-time avails
- Powerful sales and management reporting
- Multi-station roll-up reporting supporting any number of stations and station groups
- Easy to use – managers and staff are at work with minimal training

“Our commitment is to deliver to radio the same excellence in technology and service we have demonstrated year after year throughout the broadcast industry, while addressing the fundamental differences and needs of radio operations,” said Michael Atkin, BroadView Founding Partner and President. “BroadView's added functionality and features provide a viable alternative to

the legacy radio traffic systems that have monopolized this industry for a long time.”

Beyond product functionality, Atkin noted that one major need in the radio market is for comprehensive data conversion services. BroadView’s unique expertise in this area mitigates the time required for launch and ensures accurate historical and comparative data reporting. Comprehensive and complete migration from legacy systems such as DeltaFlex creates a much easier, and cost-effective implementation for BroadView clients.

BroadView’s NAB Radio Show launch will focus on the functionality and unique features already proven through extensive product development, testing and deployment at radio stations across the United States.

As an added bonus for the NAB Radio Show, radio managers can receive a free radio workflow audit – a report that will analyze their station’s workflow activities and offer suggestions on how to optimize them. The radio workflow audit at the NAB Radio Show is available on a first-come, first serve basis at the booth.

###

About BroadView Software

BroadView Software Inc. is a leading North American developer of broadcast information-management solutions. For more than two decades, noted radio, TV broadcast and cable network clients have come to rely on BroadView's integrated systems to manage all their needs in programming, traffic and sales. Built on an advanced information infrastructure to deliver workflow gains, it is flexible and customizable. It is also suited for rapid deployment, allowing clients to launch quickly regardless of the complexity of their needs. BroadView’s innovative, fully-integrated approach yields efficiencies that translate into substantial savings in staff time and ongoing operational benefits, month after month. Visit:
www.BroadViewSoftware.com

For media inquiries, please contact:

Carl Lindemann, Marketing Communications Consultant
Carl@Cyberscene.com
+1-512-495-1511

For sales and product inquiries, please contact:

Arthur Drevnig, P. Eng. Director of Sales & Marketing
BroadView Software Inc.
Arthur@BroadViewSoftware.com
+1-416-778-0623 x233
www.BroadViewSoftware.com