



RADIO VET TAKES HELM FOR BROADVIEW RADIO LAUNCH **Bunk Robinson Introduces New Traffic/Sales Product for Radio**

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

BroadView Software today announced that Bunk Robinson is leading the company's new efforts providing radio managers a toolset tailored to meet the needs of an increasingly competitive media market. Robinson's responsibilities as Radio Sales Director encompass both the daily management and client relations for BroadView's offerings in the radio market.

Robinson is widely known for his work in radio information technology. He comes to BroadView after serving in management positions at both WideOrbit, Inc. and Wicks Broadcast Solutions. Prior to providing technology services to radio managers, he had twenty years' experience as General Manager at Salt Lake City's KUER-FM and KLUB-AM/KISN-FM.

"While BroadView may be a new name to radio, Bunk Robinson is a familiar one. He is well known and respected for his understanding of the challenges radio managers face and his personal commitment to deliver technology that addresses those issues," said Michael Atkin, BroadView Founding Partner and President. "Combining his experience with our 20+ years in delivering broadcast management systems offers a unique value proposition at a time when radio managers are looking to gain fundamental efficiencies in their businesses."

Robinson's previous work with radio technology providers gives him a unique perspective on the marketplace.

"I joined BroadView because of the opportunity to take a leadership role in bringing a new approach to station management that is fast transforming the business," said Robinson. "Feature-for-feature, BroadView's radio product and service is a down-the-line improvement on legacy systems. This is a new approach that delivers a game-changing value equation – BroadView gives radio managers far, far more for less."

Robinson noted that BroadView's roll-up reporting feature points to the fundamental difference in the system. Rather than being offered as an expensive, clumsy add-on, it is a core feature that provides a seamless

window into operations at a station, group or network level. Furthermore, BroadView's expertise in migration from legacy systems such as DeltaFlex, and its comprehensive data conversion tools provide a unique implementation service not found elsewhere. Stations benefit by launching with complete and accurate historical and comparative data – a huge time and cost savings for BroadView clients.

Robinson looks forward to meeting radio managers at the NAB Radio Show in Austin, booth #721. As an added bonus, attendees can receive a free radio workflow audit – a report that will analyze and offer strategies on how to optimize their station's workflow activities. The radio workflow audit at the NAB Radio Show is available on a first-come, first serve basis at the booth.

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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

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