



REDWOOD EMPIRE STEREOCASTERS SELECTS RADIO BROADVIEW Fully Integrated Traffic & Billing Solution Leverages Sales Assets

TORONTO, ON / Santa Rosa, CA – Feb 10, 2010 – Redwood Empire Stereocasters, a three-station radio group based in Santa Rosa, California, has selected BroadView for Radio to replace its legacy traffic system. BroadView's fully integrated traffic and billing radio management system was chosen after a comprehensive review of other Windows-based systems currently on the market. The implementation is scheduled for Spring and will be the first radio group to receive BroadView's upcoming version 7 release.

"With BroadView, we get a full-featured system that makes it easy to leverage the full power of traffic and billing systems to make the most from our business," said Linda Gummerson, Vice President and Business Manager, Redwood Empire Stereocasters. "Aside from the obvious qualities of the software, what really sold us was the attention we received from BroadView's excellent staff. They have really listened attentively to our needs and have been incredibly responsive to give us far more than an 'off-the-shelf' program."

Gummerson noted that BroadView's full-featured capabilities fulfilled essential criteria for the group's sales team including ease of use, accurate, real-time avails for up-to-the-minute inventory control, and extensive sales reporting capabilities to understand existing and perspective clients.

"Redwood Empire Stereocasters appreciates the importance of having the right traffic and billing system to gain an edge in today's highly competitive market," said Michael Atkin, BroadView Founding Partner and President. "With BroadView for Radio, Redwood Empire Stereocasters can afford to leverage all the information needed to fuel sales."

Atkin added that the forthcoming BroadView v7 release for Redwood Empire Stereocasters builds on the efficiency and effectiveness of BroadView v6.2 but adds significant refinements to the interface to make it even easier to learn and to use. Improved sales analysis tools give immediate access to market intelligence that can maximize revenues. Also, the new XML report engine allows stations to create customizable confirmation and invoice reports.

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About BroadView Software

BroadView Software Inc. is a leading North American software developer specializing in broadcast information-management solutions. With more than two decades experience, BroadView has a well-established reputation in the broadcast industry for delivering a comprehensive toolset for programming, traffic and sales that combines sophisticated functionality with ease of use. BroadView's winning trifecta for clients provides highly configurable software, excellent training plus full conversion of historical data. With BroadView, stations can maximize revenues with increased profitability and operational savings. For more information, visit www.BroadViewSoftware.com.

About Redwood Empire Stereocasters

Redwood Empire Stereocasters is a locally owned and operated group of 3 FM stations - KZST (Adult Contemporary), KJZY (Smooth Jazz), and KGRP (County). KZST has been on the air since 1971, KJZY since 1996, and KGRP since 2007. Currently KZST and KJZY are rated number one and two local stations in our market! RES is proud of our commitment to our community by sponsoring and supporting many local activities designed to make this the best place on earth to live, work and play.

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