



**BROADVIEW 6.2 DELIVERS ADDED SAVING, EFFICIENCY
Smarter for Sales, Easier to Implement, Faster to Operate**

LAS VEGAS, Nevada (NAB Booth SU1222) – April 20, 2009 – BroadView Software today announced at the 2009 NAB show the release of version 6.2 of its integrated traffic, sales and programming suite for both television and radio management.

The upgrades and enhancements are specifically engineered to enable broadcasters and cable networks to boost savings and generate bottom-line returns. From sales teams to back-office operations the time and cost savings in each department add up to large overall gains in efficiencies. In addition, the new version is designed to streamline installation, integration and training to make for a simpler, more economical migration from legacy broadcast solutions.

The core upgrades in V6.2 include:

- Enhanced sales analysis tools. This greatly improves the data mining abilities within BroadView to leverage all of the information gathered and stored in a straightforward, easy-to-use manner. Station management can easily generate sales reports and analyze their business in over 25 categories including: advertiser, agency, product type, station, account executive, etc. Better analysis lets management know what areas are strong and which are not – key information in a weak economy.
- Lower cost to acquire/implement. Refinements in software design make it practical to run BroadView effectively on less costly hardware. These advances also simplify training and eliminate the need for IT-staff intervention on updates. Improvements yield a remarkable 30% over competing solutions.
- Gains in operating efficiencies. Across-the-board optimization in processes achieves results in less time. Staff can accomplish tasks faster to reduce stress and the need to clock in overtime hours. Working smarter with BroadView frees up staff to accomplish more with less time invested.

“BroadView’s message for NAB 2009 is economy and efficiency,” said Michael Atkin, BroadView Founding Partner and President. “For the past several years, our pioneering efforts have created what is now the standard in media management systems. Our suite of solutions serves as the bridge technology that carries broadcasters from the world of traditional linear playout channels to the multiplatform universe. Our latest release is designed for those seeking to manage more effectively through the downturn while moving forward to seize opportunities.”

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 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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