



Standard Radio Watches BroadView!

Broadcaster's Television Stations Converting to BroadView for Traffic and Programming Software

TORONTO – November 3, 2005 – BroadView Software Inc. and Standard Radio Inc. today announced the launch of Standard's two television stations in British Columbia onto BroadView's traffic, programming and sales software.

Both stations are affiliates of the CBC, one of the largest broadcast networks in North America, and get much of their programming from the CBC network. Together, CFTK-TV in Terrace and CJDC-TV in Dawson Creek, provide CBC coverage to much of northern British Columbia.

"We needed a system that could manage multiple program changes and the resulting mess of pre-empts and make goods," according to Dave Simon Vice President of Engineering for Standard Radio. "We were also looking for a low cost, PC-based solution," he added.

Being network affiliates, the stations are partly at the mercy of the network that, depending on the time of year, may instigate many last minute program changes. Changes are particularly challenging during weeks of live, variable sporting events such as playoff hockey or the Olympics. The resulting changes create headaches for programming, sales and traffic departments as the stations try to manage and rearrange their spots. Using BroadView alleviates these historical problems.

Standard Radio is also using BroadView to generate partial traffic logs, track avails and generate related invoices for the re-selling of spots from a distant Global Television station and a CTV station. Standard Radio has the right to "cover over" some of the spots of both these feeds and create local avails in each of the two cities.

Michael Atkin, President of BroadView Software stated, "Working with Standard Radio continues our strategy of helping stations with special sales needs whether they are network affiliates or independents. BroadView is flexible enough to meet all their needs and we are happy to welcome these two new stations to our growing roster of clients."

About Standard Radio, Inc.

Standard Broadcasting is the largest privately owned multi-media company in Canada. Its primary business activities are in traditional radio broadcasting and ancillary services such as radio syndication, national sales representation, and radio-related Internet/e-commerce ventures, national wholesale distribution of pre-recorded video cassettes and interactive entertainment products, video and audio post production and retail marketing services.

About BroadView Software

BroadView Software Inc. is a leading North American software developer that has specialized in broadcast information-management solutions for more than a decade. Its products provide television stations with an integrated solution to meet all their needs in program acquisition, ad sales, program scheduling, traffic, master control automation interfacing, and reporting. Its flexibility and history of providing customizations and enhancements for customers have made BroadView a leader in its field. BroadView's innovative, fully integrated approach also means substantial savings in staff time, which translates directly into ongoing operational benefits, month after month. For more information, please visit <http://www.BroadViewSoftware.com>.

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