

FOR IMMEDIATE RELEASE

LIQUID COMPASS TO MODERATE “MONETIZING YOUR STREAMING MEDIA INITIATIVE” PANEL DISCUSSION AT RAB 2008 CONFERENCE

Session to Address How to Cash In On \$1.38 Billion Market Segment

DENVER (February 1, 2008) – Liquid Compass www.liquidcompass.net, a premier provider of streaming and web services to the radio industry, will moderate a timely panel discussion entitled “Monetizing Your Streaming Media Initiative” at the RAB 2008 Conference in Atlanta, Ga.

Conference attendees are encouraged to attend the session in light of the most recent Research and Markets study addressing the growth of streaming audio and video advertising, which saw a 40% rise in 2007 to \$1.38 billion in total ad spending.

Scheduled for 1:30 – 2:45 p.m. Monday, February 11, the panel session is geared to General Managers, Program Directors and radio sales professionals and will address how radio stations can generate incremental revenue quickly and easily from their streaming initiatives. Specific areas to be discussed include pricing, inventory management, CPM vs Spot ratings, client reporting and many of the tools stations need to succeed in establishing and growing a new source of revenue.

Joining Zackary Lewis, CEO, Amy Van Hook, COO, and Andrew Ronchetti CTO from Liquid Compass will be Eric Ronning, Managing Partner, Ronning Lipset Radio and Dave Rahn, CEO, SBR Creative.

Further information about this session and the RAB 2008 Conference is available online at www.rab.com.

About Liquid Compass

Liquid Compass (www.liquidcompass.net) is a premier streaming and web services provider headquartered in Denver, Colorado. In addition to providing stream hosting services, Liquid Compass also offers customizable media player development, web development, online content and traffic management.

Currently Liquid Compass provides streaming media services to more than 500 radio stations and networks including: Entercom, Lincoln Financial Media, Bonneville, Cumulus Media, Saga Communications, Crawford Broadcasting and more. More information about Liquid Compass is available at www.liquidcompass.net.

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