

For Immediate Release

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Liquid Compass Announces one of the First Microsoft Silverlight Media Players Specifically For Internet Radio

DENVER (Sept. 5, 2007, 9am PT) – Liquid Compass www.liquidcompass.net, a premier provider of streaming and creative media services, today announced that they are one of the first providers to offer a custom media player within the radio industry that utilizes Microsoft Silverlight technology to broadcast a live stream, while also using the cross-browser capabilities of Silverlight to rotate synchronized in-stream and banner advertisement content across multiple browsers and platforms.

The new technology will begin integration into Liquid Compass clients' media players beginning in September 2007.

“Our media player will be one of the first to provide true cross-platform/browser compatibility to the radio industry with the new Silverlight technology,” said Andrew Ronchetti, CTO Liquid Compass. “We can now offer our radio clientele a wider range of advertising and multimedia options, while remaining platform independent in order for stations to maximize reach to their listeners.”

In addition to reaching a broader audience, the media player using Silverlight technology will enable radio stations to be more listener-friendly and interactive – utilizing their existing Microsoft Windows Media–based streaming media platform and, at the same time, appealing to Mac users and others who prefer Firefox and Safari browsers – thus encouraging listeners to remain on a station's Website or stream for longer periods of time.

According to Ronchetti, “Another benefit of the new player is with the way the cross-browser, cross-platform, plug-in technology integrates into Liquid Compass' current development platform, which will allow us to develop more robust players faster and more economically.”

“We are pleased to work with Liquid Compass in building the Silverlight technology into their new media player, which will enable client stations to provide more dynamic content while their audiences enjoy an improved listening experience,” said Brian Goldfarb, group product manager in the UX Platform and Tools team at Microsoft Corp.

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About Liquid Compass

Liquid Compass (www.liquidcompass.net) is a premier streaming and creative media 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, and advertising sales.

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. For more information about Liquid Compass, please contact Zackary Lewis or Drew Ronchetti at (303) 839-9400, or log onto the web at www.liquidcompass.net.

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