



Liquid Compass Gains Radio Streaming Momentum as Major Broadcasters Deploy Company's Technology

Leading up to NAB Product Launch, More than 100 Stations Have Signed with Liquid Compass

CHICAGO -- NAB -- Sept. 14, 2011 -- This week at the National Association of Broadcasters' (NAB) Radio Show 2011, [Liquid Compass](#) announced more than 100 radio stations that have signed on to use their revolutionary radio streaming technology.

At [NAB](#), Liquid Compass debuted the LC Pro 2.0 platform. Featuring a host of new and improved technologies — including an ad insertion partnership with AdsWizz — Liquid Compass continues to dominate the market by innovating new streaming media players for desktop and mobile devices. Radio stations will begin using the new streaming platform in October.

Most significantly, [Saga Communications](#), the owner of stations in 26 U.S. markets, re-signed with Liquid Compass. New major broadcasters to Liquid Compass include Merlin Media, Cromwell Radio, Rich Broadcasting and Rick Dees.

“Our innovative platforms have inspired large broadcasters to deploy streaming radio options for their listeners,” said Zackary Lewis, Liquid Compass’s founder and CEO. “With this technology, we are revitalizing local radio by allowing listeners to take it wherever they go. With our new LC Pro 2.0 platform local radio can thrive anytime, anywhere, and we are excited that they are selecting Liquid Compass to provide the digital vehicle for their music and content.”

Those who have signed on with Liquid Compass are already enjoying the benefits of streaming radio. Merlin Media is a new diversified media company run by renowned radio industry veteran Randy Michaels that will deploy Liquid Compass technology for a number of stations. Merlin Media has recently purchased WKQX-FM (101.1 MHz, Chicago, IL), WLUP-FM (97.9 MHz, Chicago, IL) and WRXP-FM (101.9 MHz, New York, NY). Additionally, Rick Dees, the internationally acclaimed radio host, uses Liquid Compass to stream the “All Number 1 Hits” radio station live at Rick.com. In the near future, Dees plans to place “80s Editions,” “90s Editions” and “2011 Editions” inside the media player to reach the vast online audience.

“The Liquid Compass team was very proactive. My crew found them very easy to work with,” said Randy Michaels, creator of [Merlin Media LLC](#).

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About Liquid Compass

Liquid Compass is a premier streaming delivery network headquartered in Denver, Colorado. In addition to a wide array of stream hosting services for desktop and mobile applications, Liquid Compass is also the leading developer of customizable media players and radio streaming applications. Currently, Liquid Compass provides streaming media services to over 1,000 radio stations in markets throughout the U.S., including: Cromwell Radio, Bonnevillle, Hubbard Radio, Crawford Broadcasting, Sandusky Broadcasting, Saga Communications, Salem Communications and more. More information about Liquid Compass is available at www.liquidcompass.net

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