



**FOR IMMEDIATE RELEASE**

**LIQUID COMPASS TO LAUNCH MOBILE STREAMING DIVISION FOR RADIO**

*New Division Helps Online Broadcasters Extend Reach and Engage Listeners*

**DENVER (Sept. 27, 2010)** – [Liquid Compass](http://www.liquidcompass.net), a premier provider of streaming services to the radio industry, is launching a new, mobile streaming division developed specifically for radio broadcasters.

As with the cutting-edge LC Pro and custom media players, the new Liquid Compass mobile streaming division will develop and deploy apps that are designed to enhance the overall listening experience for the end-user and, for the broadcaster, build audience share and time spent listening.

“Our new mobile division provides state-of-the-art apps that include features and functionality that extend a station’s desktop streaming brand to mobile devices and, at the same time, engage listeners in a highly user-friendly and interactive environment,” said Zackary Lewis, Liquid Compass CEO. “Now, terrestrial broadcasters can reach their audiences anywhere they go—and keep them tuned in longer—in the same stable, secure environment they currently enjoy on the Liquid Compass Streaming Delivery Network.”

The new LC Pro<sup>M</sup> app, the first of many apps to be released by Liquid Compass in the coming months, includes enhanced “Now Playing”, social networking, “Favorites” and “On-demand” features that benefit broadcasters and their end-users in a number of ways, including: station branding for the broadcaster, allowing them to keep their brand prominently displayed on one of five available “skins” (custom skins are optional) at all times while the listener is tuned in; and functionality for listeners, allowing them to “rate”, “like” or “tag” songs for later purchase without having to leave or close the app.

The social integration feature is especially user-friendly: listeners can send “playlist” and “like” (stations or songs) updates to their Twitter or Facebook pages directly from the mobile app. Once sent, the update will post on their individual page, be clickable, and direct other—and potentially new—listeners back to the station.

Currently in final beta release, the new app is expected to go live in October, 2010. It will be available initially for iPhone® users and shortly thereafter on Android™ and Blackberry® devices.

“As a leading stream hosting provider to the radio industry for nearly a decade, the timing of our new mobile streaming app exemplifies our ongoing commitment to meeting rigorous development and testing standards—prior to the deployment of a new technology. Rather than be ‘first-to-market’, we strive to be ‘best-to-market’”, Lewis said.

More features and benefits of Liquid Compass’s new mobile division are available on the Liquid Compass website: [www.liquidcompass.net](http://www.liquidcompass.net).

**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 radio stations in markets throughout the U.S., including: Lincoln Financial Media, Bonneville, Greater Media, Crawford Broadcasting, BMP Radio, Wilks Broadcasting, Sandusky Broadcasting, Saga Communications, Salem Communications and more. More information about Liquid Compass is available at [www.liquidcompass.net](http://www.liquidcompass.net).

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