



**FOR IMMEDIATE RELEASE**

**LIQUID COMPASS CREATES NEW ONE-SOURCE SOLUTION FOR STREAMING, AD INSERTION,  
AND REVENUE GENERATION**

***Company Announces Strategic Alliance with AdsWizz and AdLarge Media***

**DENVER (April 7, 2011)** – [Liquid Compass](http://www.liquidcompass.net), a premier provider of streaming services to the radio industry, announced today a new strategic alliance with AdsWizz and AdLarge Media, LLC. The combined new service will provide seamless integration of both ad serving technology and ad sales capability into the company's proprietary streaming delivery platform.

As a result, broadcasters on the Liquid Compass Streaming Delivery Network will now have a comprehensive, fully-integrated streaming delivery, ad replacement and monetization solution available from a single-source provider, according to a statement released today by Zackary Lewis, Liquid Compass CEO.

"Liquid Compass offers a compelling solution for broadcasters with our fully-integrated streaming platform that is now enhanced with cutting-edge ad serving technology and a professional ad sales team, all-in-one! AdsWizz and AdLarge are the perfect partners for the Liquid Compass Streaming Delivery Network, and their ad serving and ad selling skills will help generate revenue for our broadcasters. Best of all, our unique, single-platform/single-delivery-source approach provides just the kind of simplicity and ease of doing business broadcasters are clamoring for." Lewis said.

AdsWizz's next-generation technology for ad replacement and audience measurement provides broadcasters with more advanced tools and greater flexibility to monetize their online streams. Stations can now offer their advertisers a ubiquitous digital ad experience with in-stream commercials, synchronized banners, video pre-rolls and branded media players, and segmentation by listening medium -- such as auto/in-dash, mobile device, and desktop -- by inserting ads directly into the stream. AdsWizz also allows broadcasters to provide their advertisers with highly-refined and data-rich audience targeting and measurement capabilities.

"To be teaming-up with key players like Liquid Compass and AdLarge in the U.S. is very exciting for us," said Alexis Van de Wyer, AdsWizz. "We are excited about this new partnership and the value it brings to radio stations through our ability to provide a better suite of service -- from streaming to monetization -- from a single streaming delivery source.

AdLarge Media's ad sales capabilities will allow broadcasters on the Liquid Compass Streaming Delivery Network to further monetize their streams by opting-in to barter and other digital sales opportunities -- such as sponsorships, promotions, non-traditional revenue sales and traditional advertising channels -- that are fully integrated with Liquid Compass's streaming platform.

"We look forward to our new partnership with Liquid Compass and AdsWizz with their all-in-one streaming and monetization solution: one that leverages our relationships with national brands that are looking for cost-effective ways to connect back with local and national audiences in the digital marketplace," said Gary Schonfeld, AdLarge CEO.

**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, Hubbard Radio, Crawford Broadcasting, BMP Radio, Sandusky Broadcasting, Saga Communications, Salem Communications and more. More information about Liquid Compass is available at [www.liquidcompass.net](http://www.liquidcompass.net).

- more -

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### **About AdsWizz**

Adswizz is a technology provider for advertising and audience measurement for the Online Audio market. Adswizz's product suite includes next generation Ad injection or Ad replacement in live audio streams. Adswizz provides Ad sales networks; broadcasters who are simulcasting online; and pure online radios the first single solution to create, deliver and manage all forms of digital advertising through one powerful web interface. The Adswizz platform enables clients to achieve 1-to-1 marketing to their audience by reaching them on any device type. Adswizz was founded in 2007 and has offices in Europe and the USA.

### **About AdLarge Media**

AdLarge Media is the fastest growing advertising sales organization in the U.S., servicing traditional radio, digital and mobile content providers. Through strategic asset utilization from content and technology partners, the company sells and executes compelling advertising campaigns. AdLarge was founded by industry pioneers and innovators Gary Schonfeld, CEO, and Cathy Csukas, President, who have assembled a highly experienced management team with a proven track record of delivering full cycle advertising solutions in an ever-changing media landscape.

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