

**For Immediate Release**

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**LIQUID COMPASS ADDS MORE THAN 100 STATIONS TO STREAMING NETWORK;  
NAMES SKIP WELLER *CHIEF REVENUE OFFICER***

DENVER (February 9, 2009) – [Liquid Compass](#), a premier streaming delivery network, announced that it has added several new terrestrial broadcasting groups – including Wilks Broadcasting and Sandusky Broadcasting – which represent more than 100 stations to its streaming radio network. In a related move, the company announced that Skip Weller will transition from consulting to full-time status as Liquid Compass' Chief Revenue Officer.

According to Zackary Lewis, Liquid Compass' CEO, signing the broadcasters was facilitated by Weller, a 30-year radio veteran who joined the company in late 2008 as a consultant. In his new capacity as Chief Revenue Officer, Weller – who also will have an equity position in the company – is now responsible for all revenue development activities as Liquid Compass continues to expand its streaming footprint throughout the U.S. and international markets.

“Our decision to bring Skip on board is already paying big dividends,” Lewis said. “Within just a few weeks we have begun to leverage Skip's knowledge and long-term relationships with some of the industry's premier broadcasters into important revenue-generating opportunities for our clients and us. We are very pleased to welcome our newest broadcasters to the Liquid Compass Streaming Network and look forward to helping them drive revenue from their streaming initiatives.”

The new broadcasters combined with other recent client acquisitions represent an increase of more than 100 stations in large- and mid-size markets throughout the U.S.

“For too long there's been a disconnect between the advertising community, broadcasting and streaming radio,” Weller said. “Although streaming has been around for some time, broadcasters are just beginning to recognize its potential to generate revenue. At Liquid Compass, we don't just show broadcasters how important monetizing their streaming initiatives can be—we teach them how to do it.”

**About Liquid Compass**

Liquid Compass ([www.liquidcompass.net](http://www.liquidcompass.net)) is a premier streaming delivery network, headquartered in Denver, Colorado. In addition to a wide array of stream hosting services, Liquid Compass also offers managed online ad trafficking and customizable media player development. Currently Liquid Compass provides streaming media services to more than 750 radio stations, including: Lincoln Financial Media, Bonneville, Greater Media, Crawford Broadcasting, BMP Radio, Wilks Broadcasting, Sandusky Broadcasting and more. More information about Liquid Compass is available at [www.liquidcompass.net](http://www.liquidcompass.net).

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