

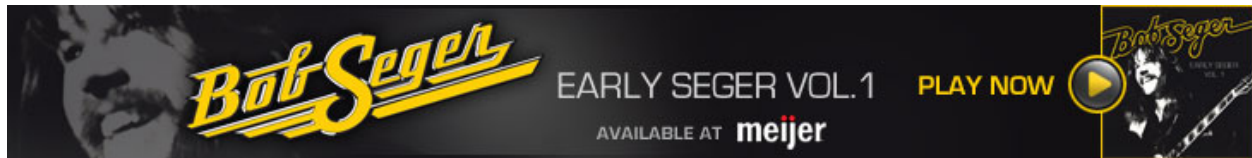
Operator Bulletin



November 24, 2009

ECAST MAKES FRONT PAGE DRIVE-IN NEWS WITH EXCLUSIVE PROMOTION OF THE NEW BOB SEGER ALBUM

Campaign Leverages Ecast Ability to Geo Target Content to Out of Home Venues



Ecast was tapped by Hideout Records and Bob Seger's management to deliver a three-week exclusive promotion of "Early Seger, Vol. 1." The album, a collection of the rock legend's out-of-print and previously unreleased material, goes live Nov. 25, 2009 across the Ecast place-based network of more than 10,000 locations nationwide. In addition to providing national play exposure for the album with its music-loving fan base, Ecast will also be delivering geo-targeted advertising to help drive CD sales from one of two retail outlets in which the album is available. Fans in Michigan, Illinois, Indiana, Ohio, Kentucky will be directed to the Meijers superstore chain while all others will get buying information about the artist's official website.

"Bob Seger is a rock and roll legend whose distinctive sound is a staple with bar audiences," said Scott Walker, VP of network operations, Ecast. "Music promotions on the Ecast network complement traditional marketing efforts by providing exposure with music lovers when they are out socializing and particularly receptive to the listening experience."

The "Early Seger" promotion takes advantage of Ecast's national reach and key audience as well as its targeting capabilities utilizing features such as:

- Featured album placement, putting "Early Seger, Vol. 1" center stage on the homepage of every touchscreen across the Ecast nationwide network;



- A custom designed playlist, also appearing across the entire Ecast network, putting all 10 album tracks as well as other Seger hits in the Ecast catalog immediately at patron fingertips;
- The Ecast New Releases video loop, which is seen by half million music enthusiasts each week on

Ecast's network of more than 10,000 bars and nightclubs nationwide;

- "More By Artist" button, giving fans a chance to play other Seger favorites;
- Geo-targeted interactive banner and tower ads that point fans to the appropriate retail outlet -- Meijer's or bobseger.com -- depending on what state they are in.

"Ecast provides a compelling blend of audience, venue and technology that complements our existing marketing efforts," said Mike Boila, Hideout Records. "Every song play on the Ecast network casts a wide net, allowing the definitive sounds of this rock and roll icon to be enjoyed by existing fans who in turn introduce them to a new generation of followers."

A Rock and Roll Hall of Fame inductee, Bob Seger's career has spanned over 40 years, and his classic rock music continues to inspire fans. The Vol. 1 compilation highlights these ten memorable tunes:

- Midnight Rider
- If I Were a Carpenter
- Get Out of Denver
- Someday
- U.M.C. (Upper Middle Class)
- Long Song Comin'
- Star Tonight
- Gets Ya Pumpin'
- Wildfire
- Days When the Rain Would Come

