



Contact Anita Malnig
Right Brain Marketing
Ph (415) 794-8368
anita@rightbrainmarketing.net

For immediate release

Ecast Releases Significant Music Software Upgrade for its Digital Jukebox Network
Version 3.5.2 Offers Dramatic Performance Boost and Improved User Experience

SAN FRANCISCO, California, June 2, 2010—Ecast (ecastnetwork.com), a leader in place-based media, today announced the release of 3.5.2, a significant software upgrade for its digital music platform which powers a network of over 10,000 digital jukeboxes in bars, lounges and restaurants across the U.S. The upgrade offers a dramatic improvement in performance, particularly in response time for dynamic content delivery of song selections, games, contests and surveys for the traditional digital jukeboxes which make up 95% of the Ecast network. This latest software version also includes belt 2.0 for the EQ™, Ecast's award winning, next generation digital jukebox, which makes a number of the most popular social applications such as Wiffiti, Jumbli and Flickr more easily accessible for consumers. Through a revolutionary integration of the applications on the belt of the device, the EQ™ offer users the ultimate content-on-demand experience.

“With this latest upgrade to our music software, we’re delivering an utterly enhanced rich media experience to drive consumer engagement in popular social establishments from bars to restaurants,” said Scott Walker, vice president, network operations for Ecast.

“This release firmly establishes the Ecast digital jukebox as the beacon of entertainment in our operators’ locations, vastly increasing the earnings potential as consumers find more reasons to engage with compelling content and music selections while they socialize out-of-home.”

Other features of the software upgrade include Spanish-language support which enables consumers to toggle between English and Spanish instantly.

About Ecast

Ecast is the leader in place-based interactive media. Offering an end-to-end solution that allows marketers to deliver a branded, consumer experience to out-of-home venues, Ecast leverages the personal impact of a touchscreen display with the interactivity and targeting capabilities of the Internet and the scalability and cost-efficiency of a hosted software service. Ecast's hospitality network delivers digital music, games, entertainment, information and interactive advertising to more than 10,000 bars, restaurants and nightclubs across the United States and offers marketers unmatched coverage of the 21-34 year-old demographic out-of-home. Advertisers on the hospitality network represent a cross-section of industries and the biggest national brands, including Visa, McDonalds, VH-1, Geico, Verizon, Absolut, Jeep and Microsoft. For more information, please visit www.ecastnetwork.com.