



Leading Internet Radio Provider, 1Club.fm, Launches

Jetcast's RadioLoyalty™ Platform

New York, NY – August 4, 2010 - **Jetcast, Inc.** announced today that **1Club.fm**, a leading provider of Internet radio stations, has launched more than 80 Internet radio stations using the company's **RadioLoyalty™** monetization platform. 1Club.fm is one of the largest independently owned Pureplays and is rapidly growing due to their high quality programming, their sticky and diverse website/community and their easy to use mobile and desktop Internet radio solutions.

“We wanted to be able to reward our listeners for listening to 1club.fm stations, and to give our listeners additional value for doing activities they already do. We choose RadioLoyalty because it works on desktops and on mobile phones, and it provides great features like an App store, search functionality, social tools, and a purchasing engine”, said Russ Haney of 1Club.fm.

“We are excited to be working with 1club.fm. 1club is innovative and focused on providing their listeners with the best Internet radio experience possible. Their tepid growth is a testament to how well they are doing at offering great, industry redefining services”, said John Williams, CEO of Jetcast.

Jetcast's RadioLoyalty platform was specifically designed to generate additional revenue for Internet broadcasters by creating a closer relationship between the broadcaster and its listeners. With RadioLoyalty, a broadcaster or advertiser can target specific user activities and reward listeners based on the listener's interaction with the station's player. This provides an advertiser with direct, real-time feedback and the knowledge that their message is getting through to the end user. “Our new platform makes it easy for an advertiser to measure our audiences' engagement with their message. We generate a lot of the premium “first look” impressions with our RadioLoyalty platform and that translates into more effective campaigns for advertisers and more premium revenue for broadcasters”, said Jeff Pescatello, EVP of Jetcast.

About 1Club.fm

Over 80 free internet radio stations featuring professionally programmed and diverse stations including multiple Rock, Country, R&B, Rap, Jazz, Dance, Pop & Top 40, Live talk radio with video feed (The Greatest Show In The World), Fox News Radio, Classical, Blues, Oldies, Reggae and more. Please visit our website at www.1Club.fm.

About Jetcast® and RadioLoyalty™

Jetcast's mission is to make Internet broadcasting profitable for broadcasters and advertisers. We lower costs and increase revenues for broadcasters, and we increase return on advertising investments for our advertisers. Every time . . . and with every partner. For more information about Jetcast and our UniversalPlayer™ with RadioLoyalty™ platform, please visit our website at www.RadioLoyalty.com.