

Jetcast's ReplaceAds™ Internet Radio Advertising Network Now Reaches More Than 31.5 Million

NEW YORK, August 20, 2010 –Jetcast, Inc. today announced that its ReplaceAds™ mobile and Internet radio ad network reached more than 31.5 million unique users in July, as reported by comScore. ReplaceAds grew from 30.8 million uniques in June and remains the number two network in Comscore's "Entertainment – Radio" category.

"We experienced another month of solid audience growth in July, as did the "Entertainment-Radio" category in general. Internet radio is a great way to reach an engaged and affluent audience and we are proud to be a leader in the space", said John Williams, CEO of Jetcast. "Tens of millions of Americans listen to several hundred million hours of radio broadcasts via the Internet each month, with most of that consumption occurring Monday through Friday from 7 am EST to 6 pm PST", Williams concluded. The audience can be reached with audio, video and display advertisements.

According to a recent SNL Kagan report, radio station digital advertising revenue is forecasted to grow from \$552 million in 2010, to more than \$1 billion in 2015. ReplaceAds has been playing an increasingly pivotal role in growing digital advertising revenue for thousands of stations operated by pure play Internet broadcasters, as well as terrestrial radio groups.

"We have one of the largest audiences in Internet radio and there is very little overlap between our audience and that of other ad networks or services. If you are an advertiser considering buying pre-roll, in-stream, or display advertising in the Internet radio or video category, or want to reach more than 31.5 million people in a month, we can generally provide the most cost effective solution," said Jeff Pescatello, EVP of ReplaceAds.

For more information about ReplaceAds please go to www.ReplaceAds.com. For more information about Jetcast, Inc. please go to www.Jetcast.com.

About ReplaceAds™

ReplaceAds™ is an ad network that monetizes thousands of premium Internet radio and television broadcasts. Because of the enormity of our audience, the premium nature of our broadcasts, and the long periods of time our listeners and viewers spend with us each day, we can offer brand advertisers unique and highly effective ways to reach a really large number of consumers with their message.