

News Release

FOR IMMEDIATE RELEASE



CONTACTS:

Peter Hartmaier (425) 785-1619
Hyran Media Services, Inc.
PeterH@HyranMedia.com

Kevin Bush (206) 443-9357
Firmani & Associates, Inc.
Kevin@Firmani.com

SnipIT™ Presents Whitepaper on Interactive Initiatives for Radio

Insights shows radio stations how to win back revenue spent online.

SEATTLE (Sept. 10, 2008) — Seattle-based Hyran Media Services Inc., creator of the patent-pending SnipIT™ service that uses mobile technology to make radio interactive, presents a whitepaper comparing various interactive initiatives available to radio stations. The whitepaper, titled “Interactive Initiatives for Radio”, is available for download at:

<http://www.hyranmedia.com/InteractiveRadio.pdf> .

“It’s easy for radio station owners and managers to be overwhelmed by all the new initiatives available today,” says Peter Hartmaier, president of SnipIT developer Hyran Media Service Inc. “We created this whitepaper to offer a unique perspective on all the options available to radio stations, and show them how to compete for revenue from advertisers who are increasingly spending online.”

This whitepaper explores and compares the challenges of the following:

- Radio station Web sites and streaming audio;
- Increasing radio revenue using existing assets;
- Advertiser reliance on Internet search engines as secondary information sources;
- Leveraging new mobile technology (e.g., smart phones like the iPhone, Blackberry, etc.);
- Station-branded short codes and customized mobile marketing campaigns; and,
- Making smart decisions that generate meaningful revenue for radio.

“This whitepaper demonstrates the absurdity of peaking a consumer’s interest with a radio spot only to lose them when they are forced to seek additional information on an Internet search engine,” says Peter Hartmaier, president of SnipIT developer Hyran Media Service Inc. “We show them how radio can help advertisers own the first click.”

Hyran Media Inc. is the creator of SnipIT, the patent-pending technology that allows listeners to receive information on their mobile phone about the songs and advertisements they hear on the radio. Listeners simply text a station’s call letters to SnipIT (764748) and automatically receive, on their mobile phone, the contact information for the advertiser that just ran a spot on the radio. SnipIT also allows listeners to have song information sent to their email inbox, effectively tagging songs for download from any cell phone.

During a recent trial of SnipIT on a Seattle area radio station, listeners requested advertiser information at rates more than 20 times the typical banner ad.¹ The test abstract is also available for download at www.HyranMedia.com.

SnipIT accesses the same song database used by RDS and HD technology to tag songs for download to iTunes Tagging-capable HD Radio receivers, and Microsoft Zune. According to an industry announcement earlier this week, nine of the country’s leading broadcasters will begin broadcasting tags on their FM stations beginning Sept. 16, 2008.

Hartmaier welcomes interested radio stations and managers to meet with him September 17-19, 2008, at the National Association of Broadcaster’s Radio Show in Austin, Texas.

###

About Hyran Media Services

Hyran Media Services is the creator of SnipIT™, a new way to use mobile phones to make radio interactive. SnipIT lets radio listeners interact with radio broadcasts by retrieving information about the songs and advertisements they hear on their radio. We focus on adding the capabilities of mobile technology and online metrics to the social community that is radio. Visit us online at www.HyranMedia.com.

¹ Holahan, C. Hof, D. So Many Ads, So Few Clicks. *BusinessWeek*. Nov. 12, 2007. Available online at: http://www.businessweek.com/magazine/content/07_46/b4058053.htm.