



FOR IMMEDIATE RELEASE

Broadcast International Joins HP Developer and Solutions Partner Program; Makes HD Video Encoding Available on the HP BladeSystem

SALT LAKE CITY – April 1, 2009 - Broadcast International (OTC: BCST “BI”) announced today that it has become a part of the HP Developer and Solution Partner Program (DSPP), the HP Communications, Media and Entertainment (CME) Partner Program and the HP BladeSystem Solution Builder Program.

The HP DSPP enables independent software vendors (ISVs), systems integrators, developers and consultants to work collaboratively to more effectively address customer needs. Broadcast International is working with HP to deliver best-of-breed networking solutions to service providers and operators.

As part of the HP CME program, Broadcast International will work with HP to bring multi-channel, real-time encoding to IPTV service providers through the HP BladeSystem c-Class hardware.

“The IPTV market is exploding and will continue to grow at a rapid rate over the next several years,” said Rod Tiede, President and CEO of Broadcast International. “We are pleased to announce our relationship with an industry leader like HP. It’s important for us to be able to offer our video operating system on multiple platforms to allow companies who use a different hardware the same ability to leverage our proprietary technology.”

The CodecSys AVC Video Operating System comprises Broadcast International’s ultra-high-speed video compression software and sets a new standard for H.264 encoders, giving the broadcast industry the ability to handle a high volume of premium quality video and a large number of video channels.

With this move, Broadcast International’s strategy for the CodecSys system makes the leap into the X86 world of flexible software based encoding and delivers on the promise of cross platform compatibility. This is the first development on a new hardware platform and allows companies who use different hardware the same ability to take advantage of our proprietary technology.

Joining the HP programs provides Broadcast International with additional development support, co-branded collateral, go-to-market tools and sales assistance. Broadcast International’s customers benefit by being able to use the CodecSys AVC Video Operating System on their preferred choice of hardware platforms.

“Technology providers now have the opportunity to leverage tools that will help them create competitive advantages and grow their business as a member of the HP DSPP worldwide community,” said Kristy Ward, worldwide marketing and business development manager, Developer and Solution Partner Program, HP. “With access to the solutions, services and expertise offered through the DSPP, Broadcast International can more easily develop and market offerings that work with HP’s business technology portfolio.”

About Broadcast International

Broadcast International is a leading provider of video-powered broadcast solutions, including IP, and digital satellite, Internet streaming and other types of wired/wireless network distribution. BI's patented CodecSys software is a breakthrough, artificial intelligence-based video compression technology that cuts video bandwidth requirements more than 80% over satellite, cable, IP and wireless networks. By slashing bandwidth needs, CodecSys enables a new generation of applications such as streaming video to cell phones, and offers unprecedented price/ performance benefits for existing applications such as HD video.

Broadcast International is a public company (OTC BB: BCST) headquartered in Salt Lake City UT. For more information go to www.brin.com and www.codecsys.com.

Forward-Looking Statements

All statements in this news release that are not based on historical fact are "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995 and the provisions of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended (which Sections were adopted as part of the Private Securities Litigation Reform Act of 1995). While management has based any forward-looking statements contained herein on its current expectations, the information on which such expectations were based may change. These forward-looking statements rely on a number of assumptions concerning future events and are subject to a number of risks, uncertainties, and other factors, many of which are outside of our control, that could cause actual results to materially differ from such statements. Such risks, uncertainties, and other factors include, but are not necessarily limited to, those set forth under the caption "Additional Factors That May Affect Our Business" in the Company's most recent Form 10-K and 10-Q filings, and amendments thereto. In addition, we operate in a highly competitive and rapidly changing environment, and new risks may arise. Accordingly, investors should not place any reliance on forward-looking statements as a prediction of actual results. We disclaim any intention to, and undertake no obligation to, update or revise any forward-looking statement.

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