



## FOR IMMEDIATE RELEASE

### Broadcast International Partners With UK-Based OCF

*- OCF will distribute, install and support Broadcast International's CE-1000 and future CodecSys AVC VOS Systems -*

**London - March 26, 2009** – Broadcast International (OTC BB: BCST) ("BI") today announced that it has partnered with United Kingdom based OCF. Under terms of the partnership, OCF will be the primary distributor, installer and supporter of Broadcast International's CE-1000 and future CodecSys AVC VOS Systems in the United Kingdom.

"We're thrilled to partner with OCF and recognize the important role they'll play as our video compression software is integrated more and more in the United Kingdom," said Rod Tiede, president and CEO of Broadcast International. "While Europe is ahead of other areas of the world in terms of IPTV adoption, the bandwidth crisis is a global phenomenon and the industry as a whole is in need of a solution like CodecSys that can dramatically reduce bandwidth to accommodate the growing demand of online video."

OCF is based in Sheffield UK and designs, integrates and supports High Performance Computing (HPC), Visualization (HPV) and Data Storage solutions. The company provides solutions for over 20 percent of universities based in the United Kingdom as well as commercial clients in the automotive, aerospace, utilities, pharmaceutical, manufacturing, oil and gas, and financial industries.

"We're excited at the opportunity to partner with Broadcast International," said Julian Fielding, Managing Director of OCF. "We strive to partner with companies that truly offer solutions that provide our customers with the best in class technologies. We are convinced that Broadcast International's CodecSys video compression software is a game changing technology in the video distribution industry."

Broadcast International's CodecSys software utilizes a patented, multi-codec approach in which a video stream is analyzed and the codec best-suited for a particular frame or video sequence is automatically selected from an entire library of specialized codecs. These specialist codecs are designed to handle particular types of high-bandwidth video frames or streams, such as fast-motion sequences in a basketball game or explosions in an action movie.

The CE-1000 is designed for broadcasters who require high channel density and is specifically well suited for IPTV, satellite and Telco service providers, delivering a very cost effective way to solve their bandwidth crisis. The CE-1000 is a software-based encoder featuring an industry standard, highly efficient, fully compliant H.264 codec. It has already been implemented and tested in a number of locations in Europe, the United States and Asia, including with Italian based SkyRec for a private IPTV network application in hundreds of McDonald's locations throughout Italy.

For more information about the CE-1000 and CodecSys please visit the Broadcast International Web site at [www.brin.com](http://www.brin.com).

### **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](http://www.brin.com) and [www.codecsys.com](http://www.codecsys.com).

### **About OCF**

Based in Sheffield UK, OCF designs, integrates and supports High Performance Computing (HPC), Visualization (HPV) and Data Storage solutions. OCF provides solutions for over 38 (21 percent) of the UK's 176 Universities, Higher Education Institutes and Research Councils. Plus, it provides solutions for a growing number of commercial clients from the automotive, aerospace, utilities, pharmaceutical, manufacturing, oil and gas, and financial industries.

OCF holds IBM Premier Partner status and enhances its IBM-based solutions using technology from a range of partners: AMD, Cisco, Dataram, Mechdyne, Intel, Microsoft, Nallatech, nVidia, Qlogic and Voltaire. OCF has the largest High Performance Computing delivery team in the UK.

### **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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