



FOR IMMEDIATE RELEASE

BROADCAST INTERNATIONAL LAUNCHES NEW COMMUNICATIONS PROGRAM

-New program designed to create greater awareness of the company's progress through frequent President's messages, podcasts, conference calls and press releases-

Salt Lake City — May 6, 2009 – [Broadcast International, Inc.](#) (OTC: BCST "BI") announced today a new communications program designed to create greater awareness of the company's progress and successes.

To kick off this program, [Rod Tiede, President & CEO of Broadcast International](#), will make a podcast available on their website, www.brin.com, beginning Friday, May 8, 2009 at 11:00 a.m. EST. The podcast will outline the company's progress to date and share the vision and goals moving forward.

"We're excited about the progress we've made as well as the outlook and possibilities moving forward," said Tiede. "We want to make sure we're communicating our progress and vision as effectively as possible and feel that really, what better way to do that than by utilizing the technology and forums like video that play to our core strengths."

Topics of discussion at this first podcast will include updates and insight into recently announced technology products, including the following:

- **CE-1000:** 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.
- **CE-100:** The CE-100 is an HD encoding system designed for broadcasters who are encoding on a single channel. It provides all of the benefits of CodecSys but at a less expensive cost of a big enterprise system.
- **CE-200:** The CE-200 is a Windows based HD, real-time, H.264 high feature capable system.
- **CA-20:** The CA-20 facilitates the implementation of cost-effective real-time professional broadcast quality HD encoding on standard multi-core processing platforms.
- **CE-10:** The CE-10 encoding software is designed to be installed on a PC and allows users the ability to access the power of the PS3® platform as an accelerator to enhance video encoding with the H.264 compliant CodecSys process to achieve professional encoding quality for the prosumer market sector.

Other podcast topics for discussion will include the status of key partnerships with Hewlett Packard, Fixstars, SkyRec and OCF, as well as success stories related to the recently completed National Association of Broadcasters (NAB) trade show and Broadcast International's legacy business.

This podcast will be the first of a series of recurring podcasts conducted by Broadcast International to communicate milestones and progress. To view the podcast, please visit the Broadcast International

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Web site at 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, multi-codec video compression technology that cuts video bandwidth requirements 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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