



FOR IMMEDIATE RELEASE

ultraBASE selects CodecSys™ for its mediaBASE™ Video Solutions

-CodecSys™ to Optimize Video Assets and Live Broadcasts through the mediaBASE™ cloud-

SALT LAKE CITY —Sept. 8, 2009 – [Broadcast International, Inc. \(OTC: BCST “BI”\)](#) announced today that ultraBASE (www.ultrabase.net) has selected its patented CodecSys Video Operating System as a certified and compatible encoding system to integrate into its delivery infrastructure. CodecSys is the first commercial grade video encoder uniquely designed as a software framework. CodecSys’s flexibility allows ultraBASE to adapt to their customer’s needs while providing superior quality of service.

“With the growing popularity of IPTV and Cloud Computing initiatives for the distribution of video around the world, we are excited to have passed the rigorous requirements of ultraBASE and look forward to partnering with them as they launch their innovative and progressive offerings.,” said [Rod Tiede, CEO of Broadcast International](#). “CodecSys offers the industry’s highest level of compression and provides a ‘future-proof’ solution for customers in the dynamic video market which will contribute to the dynamic flexibility of the mediaBASE solution.”

The CodecSys Video Operating System is designed for broadcasters who require high channel density and is specifically well suited for IPTV, satellite, CDN and Telco service providers, delivering a very cost effective way to solve their bandwidth crisis. CodecSys Video Operating System features an industry standard, highly efficient, fully compliant H.264 codec and can receive live input through a capture board, IP connection or encode from a file source. It encodes both audio and video and muxes it in various Transport Streams and is able to deliver the stream over IP. 28 Channels of high quality HD video are possible in a single BladeSystem.

ultraBASE provides video distribution services over its CDN and conducted extensive tests on Broadcast International’s CodecSys Video Operating System by streaming live soccer matches over its delivery network. The CodecSys encoder was able to deliver higher quality video, crucial for sporting events but at the same or lower bitrates than other encoders tested. ultraBASE plans to deploy several hundred channels in the next 12 months as their service continues to grow.

Broadcast International’s CodecSys Video Operating System is based on an open software architecture that runs on commercially available hardware. With CodecSys, the system can be upgraded and added to through simple, cost-effective software downloads while other commercial solutions require costly,

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full hardware replacement. Upgrades and improvements can be loaded onto the hardware platform without the need to purchase new equipment, providing a dramatic cost savings to customers.

The software is also designed to accommodate the latest standards, such as next generation H.264, as well as new specialized codecs as they come onto the market.

For more information about Broadcast International and its CodecSys Video Operating System please visit the company's 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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