

## BROADCAST INTERNATIONAL ANNOUNCES SALE TO SKYREC

**Salt Lake City, February 10, 2009** – Broadcast International, Inc. (OTC: BCST “BI”) announced today that SkyRec, a leading Italian provider of personalized in-store communications (radio and integrated TV) has purchased its first CE1000 IBM platform encoding system from BI. SkyRec will utilize the system primarily in its proprietary video content delivery network designed for live news, weather and sports, as well as pre-recorded commercial content.

“We are pleased that SkyRec has purchased our new CE1000 for its in-store communications business”, states Rod Tiede, CEO of Broadcast International. “We are confident that this initial purchase will be the beginning of a long and mutually beneficial relationship with SkyRec, a premier personalized communications company in the European market with numerous high-profile customers such as McDonalds, Carrefour and Euronics.”

Enzo Palazzolo, Chairman and CEO of SkyRec stated, “Our purchase decision was based on bandwidth requirements which can only be facilitated by the CE1000. Because the system is a software-based solution, we can make future upgrades and improvements immediately without incurring hardware replacement costs associated with all other encoding suppliers. The affordability of the BI system is a major factor. The economics of digital signage require low cost solutions, and the CE1000 is the only software encoder capable of delivering HD content at 3 Mbps”

### **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).

#### *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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