



**FOR IMMEDIATE RELEASE**

**BROADCAST INTERNATIONAL WELCOMES NEW ADVISOR**

**Salt Lake City – January 12, 2010 - Broadcast International, Inc. (OTC: BCST “BI”)** ([www.brin.com](http://www.brin.com)) announced today the appointment of Ken Klaer to its Board of Advisors.

Klaer currently serves as Vice President and General Manager of Cisco’s International CATV Business Unit; part of Cisco’s Service Provider Video Technology Group headquartered in Atlanta, Georgia.

“We are extremely pleased to have Ken serve on our Board of Advisors,” said [Rod Tiede, President & CEO of Broadcast International](#). “Ken will add significant depth and insight to help Broadcast International maximize the future opportunities of our unique software-based CodecSys compression technology.” Tiede further states, “We are honored to have someone with Ken’s industry-knowledge and stature advise us as we introduce CodecSys on additional platforms in early 2010.”

“I am looking forward to serving with the folks at Broadcast International. I believe that their technology has the potential to provide a material impact to the telecommunications industry,” says Klaer.

**Additional Resources:**

Twitter: [BI\\_CodecSys](#)

Facebook: [Broadcast International](#)

**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](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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