



**For Immediate Release  
March 27, 2006**

### **Mobilcast Brings NPR Podcasts to Mobile Phones**

*Agreement Provides Listeners Constantly Updated Access to NPR Shows Anytime, Anywhere*

**SEATTLE — March 27, 2006** — Melodeo today announced that NPR has selected Mobilcast™ to deliver 45 of its podcasts to mobile phone users in the U.S. and Canada. Mobilcast is a mobile phone software application and web tool that enables listeners to search for and stream or download podcasts to their phones. NPR podcasts will receive a branded channel in the Mobilcast application.

Additionally, the service will offer podcasts from NPR Member station KCRW Santa Monica, CA. Praised as one of the new medium's innovators, KCRW podcasts include national and international news analysis as well as arts and entertainment features.

NPR is one of the leading podcast providers in the world, with nearly 18 million downloads since its August 31, 2005 launch. Its titles include such podcasts as "All Songs Considered," "NPR Story of the Day," "On Gambling with Mike Pesca" under the experimental "alt.NPR" brand, and all 24 of NPR's hourly newscasts.

"Podcasting has enabled NPR and the NPR Member stations across the U.S. to extend our public service and reach new audiences," said Maria Thomas, vice president and general manager, NPR Digital Media. "Mobilcast will make it easy for mobile phone listeners to find, use and update their favorite podcasts and expand the visibility and leadership of public radio in the on-demand arena."

“We’re pleased to provide NPR fans the ability to listen to their favorite podcasts over their mobile phones, updated all day, every day,” said Bill Valenti, executive vice president, Melodeo. “This deal is further evidence that the progression of podcasts to mobile phones is inevitable.”

NPR content is available on Mobilcast immediately. Mobilcast runs on a variety of phones, and can be downloaded from [www.mobilcast.com](http://www.mobilcast.com).

### **About NPR**

Since its launch in 1970, NPR has evolved into a leading media company, primary news provider and dominant force in American life. In partnership with 815 public radio stations, it attracts 26 million listeners to the nearly 150 hours of broadcast programming it produces and distributes weekly. A privately-supported, non-profit membership organization, NPR is also active in digital media through [www.NPR.org](http://www.NPR.org), its successful NPR Podcasts, two 24/7 NPR channels on Sirius Satellite Radio and five 24/7 multicast music channels for HD Radio, a technology in which it has led industry research and development. NPR Worldwide serves nearly 150 countries with a full schedule of programming offered through terrestrial, satellite and digital radio; national cable, and American Forces Network.

### **About Melodeo**

Melodeo, Inc. is a privately held company in Seattle, Washington, dedicated to creating software and services to bring digital media content to mobile phones. Melodeo provides wireless operators and phone handset manufacturers software that enables delivery of secure digital content to wireless subscribers through an easy-to-use, dynamic user interface. Recognizing the importance of Digital Rights Management, Melodeo offers a distribution model which includes DRM technology to ensure artist and label compensation. For more information, visit the company’s website at <http://www.melodeo.com>, or send email to [info@melodeo.com](mailto:info@melodeo.com).

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