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FOR IMMEDIATE RELEASE



Bonneville's International Corporation KSL 5 TV, the Most Trafficked Television Station Website in the United States, To Use Critical Media's Real-Time Clip Creation and Distribution Platform, Syndicaster

Syndicaster Places Video Assets Onto the KSL Website *and* Into Viral Distribution to Reputable Websites within Seconds of Airtime, Opening New Revenue Opportunities and Extending the Shelf Life of Pre-Produced Assets

SEE RELATED RELEASE- January 23, 2008 - Critical Media Announces WorldNow Veteran, Ion Puspurica Has Joined Its Management Team to Head the Company's New Broadcaster Services Group

--January 23, 2007--New York, NY—Critical Media Inc.,™ (www.critical-media.com) a real-time broadcast media capture, search, syndication and information services company today announced that Bonneville International Corporation owned KSL 5 Television will start using its new clip creation and publishing platform, Syndicaster, to take its television content off the air and place it into online distribution in fully searchable format, moments after airing.

Syndicaster, which also works for broadcast radio, is operated by the company's new Broadcaster Services Group. The Group, led by former WorldNow executive Ion Puspurica, is responsible for providing a complete solution to broadcasters, facilitating the migration of their content online and accelerating delivery of discrete searchable assets to their own websites, Critical Media's ad supported syndication platform, ClipSyndicate (www.clipsyndicate.com) and other online distribution points in multiple formats. Broadcasters can sign up to take advantage of this new revenue-generating offer at www.syndicaster.tv.

Syndicaster, a completely web-based application that fits in any existing workflow, enables broadcasters to leverage Critical Media's proprietary, globally distributed real-



time broadcast capture infrastructure, already digitizing their content in real-time, making every minute keyword searchable within 60 seconds of airtime, by simply using a free user name and password from any location, any time.

“We worked hard to create a truly risk-free, streamlined environment intended to take all complexity out of distributing and monetizing broadcast video online, and are elated to have KSL, by far the most trafficked television station website in the United States, start using our services.” said Ion Puspurica EVP of Critical Media, GM Syndicaster. “KSL has built its reputation through unwavering service of our community. With Syndicaster we can now leverage our values oriented programming outside our local market, on thousands of vertically focused sites while generating incremental revenues at the same time. It is a typical win-win situation.” adds Stephan Bergen, Director Internet Operations KSL-TV.

About Bonneville International Corporation

Bonneville International Corporation is a diversified communications company that currently owns 31 radio stations nationwide, KSL 5 Television, Bonneville Communications (advertising company), and Bonneville Satellite Company (satellite service). Bonneville operations are known as much for their corporate culture as for their leadership within the media industry. Bonneville companies work together to create a synergy and achieve their mission of “Making a Difference” in communities where BIC divisions operate.

About Syndicaster

Syndicaster is marketed by the Broadcast Serves Group, a division of Critical Media, Inc., a company at the forefront of real-time broadcast video search, syndication and information services, founded in 2002 by Sean Morgan, one of the founders of Screaming Media - the largest text syndication company on the Internet now owned by Dow Jones, Inc. Leveraging its massive real-time content acquisition and digitization infrastructure, Critical Media is focused on helping broadcasters and content owners generate incremental online revenues and extend their brand across thousands of carefully selected interactive properties serving targeted, highly desirable audiences. Every day, Critical Media digitizes and monetizes over 13,000 hours of broadcast content on 4 continents, making every minute of content keyword searchable within 60 seconds of airtime. More information on Critical Media can be found at www.critical-media.com.

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