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**FOR IMMEDIATE RELEASE**

**Critical Media Announces WorldNow Veteran, Ion Puspurica Has Joined Its Management Team to Head the Company's New Broadcaster Services Group**

**Puspurica to Lead Global Campaign to Release Critical Media's Syndicaster Platform to 650 Broadcasters**

*-- SEE RELATED RELEASE: JANUARY 23, 2008 - 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*

January 23, 2008 – New York, NY – Critical Media, Inc., a company at the forefront of real-time broadcast media search, syndication and information services today announced that former WorldNow founding member and top business affairs executive Ion Puspurica has joined its management team to head the Company's new Broadcaster Services Group. Founded by Screaming Media co-founder, Sean Morgan, Critical Media is building the definitive real-time platform for enhancing the utilization of professionally generated broadcast media assets online. As Executive Vice President and General Manager of the Broadcaster Services Group, Puspurica will be responsible for managing services that add velocity to Critical Media's online publishing and syndication businesses, while also creating tremendous defensibility by enabling the Company to provide a unified digitization, distribution, utilization and monetization platform.

The Broadcaster Services Group provides broadcasters with a gateway to access, and tools to leverage, Critical Media's proprietary fourth generation real-time global broadcast capture and digitization platform that currently is already ingesting and digitizing all of their broadcast signals 24/7, within seconds of airing. The Group's initial product offering - Syndicaster, offers unequaled economies of scale, providing broadcasters a single, unified platform for creating, managing and distributing broadcast video assets online. Now station groups can have all of their broadcast content, from all of their stations, published and distributed from a single mRSS feed, and can easily distribute online fully keyword searchable video or audio clips within seconds of airing.

Syndicaster, currently in beta agreements with over 40 broadcasters, will be rolled out to 650 broadcasters globally beginning January 31<sup>st</sup>. Syndicaster eliminates the need for distributed hardware and software solutions for digitization and clip creation and when appropriate, seamlessly works with broadcaster's existing content management platforms.

"Syndicaster is a suite of tools and services that together are a core strategic asset for the Company, serving as a content acquisition engine for its syndication platform, ClipSyndicate, and a marketing engine across all the Company's business lines. Fully leveraging this asset requires the expertise of a seasoned executive with a proven, track record in deploying new businesses in broadcast markets worldwide. We are delighted to have Ion assume this responsibility." says



Morgan. "Additionally, because Critical Media's platforms deliver significantly more value at substantially lower cost than any other solutions provided individually or in aggregate, the Company intends to use pricing aggressively to gain market share. Our pricing flexibility comes from two dynamics; the fact that we are already monetizing our infrastructure through our Information Services Group's Critical Mention real-time broadcast intelligence platform, and more importantly, because we are at the forefront of what we believe is the inevitable market migration of these services from primarily distributed hardware/software solutions to web-based platforms," added Morgan.

"The fact that Critical Media is essentially turning broadcast and other video and radio into fully keyword searchable mediums, effectively transforming these online assets from browseable to discoverable, fuels a large opportunity not only in syndication but across a range of information and business services, positioning the Company for strong growth in the years ahead." said Puspurica.

"The launch of Syndicaster will be initiated by a 'full-on-assault' effort to rapidly provide 650 broadcasters (whose content is being ingested and digitized 24/7) with user names and passwords to Syndicaster. We've truly managed to deliver a risk-free, streamlined workflow, taking all complexity out of distributing and monetizing video broadcast news online," continued Puspurica. "While transmission and transcoding charges will apply for distribution in multiple formats to other distribution platforms, distribution to ClipSyndicate is free and ahead of competitive distribution points and platforms, making ClipSyndicate the go-to, dynamically updating repository for near-real time authoritative video assets, ready for syndication."

Puspurica will also oversee the launch of SearchItLive, still under non-disclosure beta with a number of radio and TV broadcasters, slated for release in Q1 2008. "To date, broadcasters who have seen Syndicaster are almost universally equally interested in adopting SearchItLive, our white label search box solution, providing federated, distributable search functionality for all of a station group's broadcast television and radio assets." added Puspurica.

### ***About Ion Puspurica***

Prior to joining Critical Media, Ion served 10 years in various management positions with WorldNow, the leading provider of Internet technologies, distribution channels, and online revenue streams for over 320 CBS, NBC, ABC, and FOX affiliates. As founding member of the WorldNow team, Ion helped build the largest online network of local news and information sites (Local Media Network: LMN/WorldNow ranks within the Top-10 U.S. properties for News & Information - comScore). Before WorldNow, Ion conducted investment activities in Europe and Asia for the Gannaway Group, focusing on opportunities in media and entertainment. Earlier in his career, he spent 5 years with Science Applications International Corporation (SAIC), a leading systems, solutions and technical services company. Ion serves on several industry association committees, including the IAB Digital Video Committee, Local & Classifieds Committee and Mobile Advertising Committee.

### ***About Critical Media***

Critical Media is a company at the forefront of real-time broadcast search, syndication and information services. The Company's global, proprietary infrastructure captures and digitizes broadcast content in real-time, making it keyword searchable within moments of broadcast. Critical Media aggregates professionally-generated video and audio content from around the globe and accelerates its utilization and monetization online. Comprised of three divisions; Information Services/Critical Mention which provides real-time broadcast intelligence to desktop users, Media & Publishing Services/ClipSyndicate, an ad supported video syndication platform for mid and long tail websites and advertisers, and Broadcaster

Services/Syndicaster/SearchItLive, the first web based platform for mid-stream creation of discrete assets and real-time broadcast search syndication. For more information, please visit [www.critical-media.com](http://www.critical-media.com).