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**StreamGuys, Inc. Introduces Embedded Flash Media Player for Internet Radio and Audio Streaming**

*Aspen Public Radio among early adopters of new cross-platform media player*

**ARCATA, CALIFORNIA, March 25, 2008** – StreamGuys, Inc., a streaming media and content delivery provider based in northern California, has created an Embedded Flash Media Player that is now available for radio stations and other audio applications for live and on-demand online streaming. Aspen Public Radio (KAJX-FM and KCJX-FM, [www.aspenpublicradio.org](http://www.aspenpublicradio.org)), an NPR member station in Aspen, Colo., is among the first radio stations to launch the player, going live with the new player in late February. (Visit StreamGuys at NAB, Booth #C1848, April 14-17, Las Vegas Convention Center.)

The Embedded Flash Media Player from StreamGuys allows listeners to remain immersed in the station's website while listening to the live program stream, and then retain the stream after navigating to other websites. The open design allows the user to incorporate branding and technical features on top of the basic template provided by StreamGuys, while also providing a cross-platform approach that facilitates streaming on all Flash-enabled web browsers for PC and MAC systems. The cross-platform approach is made viable through StreamGuys' use of Wowza Media Servers in the backend infrastructure to re-stream live SHOUTcast and Icecast streams received from the client's studio location.

According to Nikki Boxer, music director, web developer and graphic designer for Aspen Public Radio, the open platform of the Embedded Flash Media Player coupled with cost-efficiency and technical support led the station to go with StreamGuys to upgrade its Internet radio platform.

"The Embedded Media Flash Player from StreamGuys puts us on the cutting edge of web radio while introducing a new level of convenience and user-friendliness for our listeners," said Boxer. "Using Flash

eliminates the need for our listeners to download new software — they simply visit our website, click a button and the stream plays. We want to maintain and build our audience, and the cross-browser, cross-platform accessibility of Flash is very significant to that goal. The straightforward template provided by StreamGuys allowed us to add the programming and design features we needed quickly and easily, and they provided excellent technical support throughout the launch process.”

Boxer added that the radio industry is paying more attention to the quality and user-friendliness of their internet streaming outlets these days to ensure 24/7 accessibility to listeners, while increasing its audience along the way.

“Traditional radio will always be vital, but it’s important to branch out into new areas to build listener-ship and attract younger audiences in the age of digital downloads,” said Boxer. “Our executive director, Andrew Todd, is well-versed in new technology and ensures that we remain one step ahead through live streaming and Podcasting on our website among other initiatives. Having a partner like StreamGuys to improve our web streaming platform is a big part of our overall efforts to remain accessible and build our listener base.”

#### **About StreamGuys, Inc.**

In business since 2000, StreamGuys, Inc. offers a variety of streaming media solutions and tools enabling superior quality delivery and monetization of digital media. Through devout dedication to improving the customer experience, StreamGuys has enjoyed continued success across all sectors of Internet broadcasting. Headquartered in Northern California, they currently serve a base of nearly 600 clients worldwide, including such companies as Cisco, CIA, NBC Universal, NASA, New Balance and broadcasters such as WNYC, KQED and Chicago Public Radio. Visit [www.streamguys.com](http://www.streamguys.com) for more information on their products and services.

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