

## Wizzard Media Signs Three Podcast Ad Deals

PITTSBURGH – (BUSINESS WIRE) - May 21, 2008 - [Wizzard Media](#) (AMEX:WZE), the world's largest podcasting network, announced today that three new advertisers have signed on to execute advertising campaigns on the Wizzard Media Network: Prepaid Visa® RushCard, GraphicAudio and Hugger Muggger. These campaigns will be delivered this quarter using Wizzard's dynamic ad insertion tool.

"Marketers are beginning to gravitate toward podcast advertising as they recognize the value of reaching highly targeted, opt-in audiences across a broad range of categories," said Jim Else, Wizzard's vice president, advertising sales. "Our sales efforts are gaining traction because we are offering a solution for marketers looking to get great efficiency from their ad budgets."

Each campaign was created to target a high-niche audience. RushCard (<https://www.rushcard.com/>), a prepaid Visa debit card, was looking to reach families who are seeking financial management solutions but do not have access to the traditional banking systems.

GraphicAudio (<http://www.graphicaudio.net/>), an award-winning audio entertainment company that publishes audiobooks with full casts, cinematic music and sound effects in the "GraphicAudio®...a Movie in Your Mind™" format, executed a campaign aimed at fans of audiobooks, sci-fi and comics.

Finally, Hugger Muggger ([www.huggermuggger.com](http://www.huggermuggger.com)), an innovator and manufacturer of yoga products for over 25 years, was seeking yoga enthusiasts looking for high-quality accessories for their yoga sessions.

Online ad spending is growing at a rate that surpasses traditional advertising, according to a report delivered last week by the Interactive Advertising Bureau, noting an increase in spending of 26 percent to \$21.2 billion.

### About Wizzard Media

Wizzard Media is the industry's leading podcast hosting network, with an unprecedented one billion-plus download requests in 2007. Podcasts are a means for independent and professional content creators to publish audio and video shows for the world to enjoy over the Internet or on mp3 players, such as the Apple iPod and the Microsoft Zune. Podcasting is a relatively new phenomenon, but Wizzard Media collectively broadcasts millions of podcast downloads per day through media aggregators like Apple's iTunes, Microsoft's Zune Marketplace and other podcast aggregators. For more information, please visit [www.wizzard.tv](http://www.wizzard.tv). Wizzard Media is a division of Wizzard Software, a leader in speech technology development.

### Legal Notice

Legal Notice Regarding Forward-Looking Statements: "Forward-looking Statements" as defined in the Private Securities litigation Reform Act of 1995 may be included in this news release. These statements relate to future events or our future financial performance. These statements are only predictions and may differ materially from actual future results or events. We disclaim any intention or obligation to revise any forward-looking statements whether as a result of new information, future developments or otherwise. There are important risk factors that could cause actual results to differ from those contained in forward-looking statements, including, but not limited to risks associated with changes in general economic and business conditions, actions of our competitors, the extent to which we are able to develop new services and markets for our services, the time and expense involved in such development activities, the level of demand and market acceptance of our services, changes in our business strategies and acts of terror against the United States.

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