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For Immediate Release

Broadway Systems Introduces First Comprehensive Business Intelligence Solution Designed for Cable Networks

GRAND RAPIDS, Mich. — April 15, 2008 — Broadway Systems, a provider of end-to-end advertising management solutions for cable networks, today announced the introduction of Broadway Analytics, the first reporting, data analytics, and business intelligence system engineered specifically for cable networks. Until now, cable networks have relied on disparate systems from third-party providers, as well as their own homegrown tools, to piece together the information that will help them understand what is happening within their businesses. These solutions have had various levels of effectiveness, but none is as powerful, comprehensive, intuitive, or functional as the innovative Broadway Analytics system.

“Cable networks are becoming increasingly complex. Having access to accurate information and powerful tools to support decisions is essential to their success,” said John Sorensen, president of Broadway Systems. “We are very excited to introduce Broadway Analytics, which is a natural extension of Broadway’s comprehensive reporting capabilities. Broadway Analytics is another example of Broadway’s ability to quickly bring solutions to market, all focused on improving our cable network customers’ business.”

Broadway Analytics is a flexible solution powered by SB3, based on an advanced software architecture that brings data warehousing, interactive reporting, analytic, scorecard, and dashboard capabilities to deal, inventory, and revenue analysis. Reporting can be categorized further by AE, network, daypart, selling title, program, inventory type, or client. Broadway Analytics enables users throughout the organization to transform data into insight, collaborate more effectively, monitor progress toward completion of tasks, and ensure their work aligns with overall corporate objectives. This easy-to-use interface provides users with the capability to

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move directly from monitoring a scorecard or reading a report into analyzing that same information.

Additional key features include:

- An unlimited number of cable network-ready enterprise reports, interactive end-user reports, and embedded reports;
- An industry-leading OLAP engine that both combines data for easy analysis and stores business logic and key performance indicators (KPIs) centrally;
- A robust analysis platform to build complex calculations, KPIs, and data mining algorithms;
- Powerful data mining capabilities integrated into the familiar Microsoft® Office environment.

Broadway Analytics is integrated with Broadway's core business advertising management platform and has been designed to interact seamlessly with other advertising management and business systems, even when Broadway's other software modules are not installed.

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About Broadway Systems

Broadway Systems has collaborated with companies such as FOX News, the Scripps Networks, and CBS College Sports to engineer a contemporary and fully integrated programming, sales, traffic, stewardship, and billing system. Today this platform manages more than \$2 billion in advertising revenues, including those from several of the top 20 networks, across news, sports, music, and entertainment content. Broadway Systems offers cable networks a strategic alternative to existing vendors, one that is dedicated to their business and able to keep pace with the changing needs of this dynamic industry.

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