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For Immediate Release

Fox Business Counts on Broadway to Manage Sales, Traffic, and Billing

GRAND RAPIDS, Mich. — March 25, 2008 — Broadway Systems, a provider of end-to-end advertising management solutions for cable networks, announced today that the company's Sales, Traffic, and Billing software was chosen by Fox as the business management platform for the recently launched Fox Business Channel.

Headquartered in Manhattan and reaching an estimated 30 million U.S. viewers, Fox Business was inaugurated by News Corp. in late 2007. The new venture had to hit the ground running, which meant it required a tried-and-true solution that afforded seamless integration of all facets of the business side of the operation within one application. Broadway Systems provides this integrated platform and also enables easy future phase-in of additional capabilities as needed, including Broadway's Stewardship and Business Intelligence.

Fox News adopted the Broadway platform in 2004. The Fox team was familiar with Broadway and its commitment to ensuring that a network's individual needs are met, even under deadline pressure. For example, Broadway engineers designed and implemented customized master control functionality to accommodate new network feeds.

"Over and over again, we have shown existing customers such as Fox that our flexible system and our outstanding support provide what is needed when it's needed," said John Sorensen, president of Broadway Systems. "The implementation and launch of the Fox Business Channel required customizing the application under very tight time constraints. With our rapid-development approach, we came through for Fox enabling its operations team to deliver on time and on budget."

More...

The most up-to-date and comprehensive advertising business management system in the industry, Broadway enables cable networks to give the best service to advertising clients; improve advertising yields through efficient management of inventory; define, package, and profit from nontraditional inventory; manage operations cost-effectively; and comply with Sarbanes-Oxley and other regulations, as well as in-house policies and procedures.

Broadway Systems will be attending the upcoming National Association of Broadcasters (NAB) convention, April 14-17, 2008 (Booth N3135).

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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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