

BROADWAY SYSTEMS OPENS MICHIGAN OFFICE, NAMES ADDITIONS TO LEADERSHIP TEAM

GRAND RAPIDS, MICHIGAN – Broadway Systems, a leading provider of media management solutions for cable networks, announces the opening of its Grand Rapids, MI office and the appointment of Don Doctor and Chris Noe to board and active advisory positions.

Broadway Systems recently centralized its headquarters in Grand Rapids, Michigan. The area boasts technical professionals with expertise in the media software industry. “Our new location takes advantage of the Midwest work ethic and provides fast and easy access to the nation’s media hubs. The established media technology employment base in this area also brings depth and expertise to our core business,” said John Sorensen, President of Broadway Systems.

Since its opening, the number of employees in Grand Rapids has more than quadrupled in size. The team is made up of software engineers, quality assurance analysts, and executive management who work on software design, development and testing, and customer support. Broadway also has a development office in Silicon Valley and a sales office in New York City.

The company also announced the addition of Don Doctor, former Chairman and CEO of Encoda Systems, and Chris Noe, former President of the Lenfest Media Group, to the board of directors. Both will be actively involved with the company with Doctor guiding the company’s strategic vision and Noe leading the company’s business development efforts. “Don and Chris are great additions to the team. Don is one of the smartest, most creative and strategic thinking executives I have ever worked with, and Chris brings a market focus and passion for winning that is contagious. I am extremely pleased to have both actively involved with the company,” said Sorensen.

About Broadway Systems

Broadway has collaborated with companies such as Fox News, the Scripps Networks and College Sports Television (CSTV)—a division of CBS Sports—to engineer a contemporary and fully integrated programming, sales, traffic, stewardship and billing system. Today this platform is used by 3 of the top 20 cable networks and managing over \$1.5 billion in advertising revenues 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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