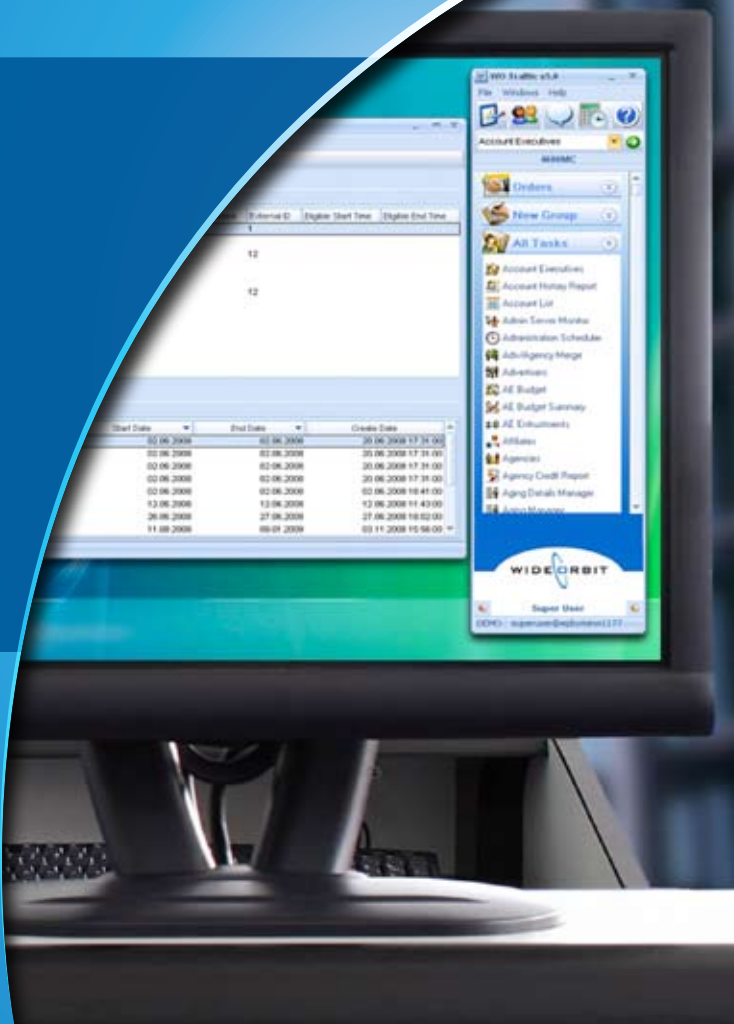


WideOrbit

Driving the Business of Advertising



Times are tough

You need to be more efficient and cut costs, while continuing to drive revenue. You need a trusted advisor that you can rely on.

“*I've been using WideOrbit since 2003. WideOrbit continues to grow with the industry and just keeps getting better!*”

PAM SMITH
Traffic Manager
McGraw-Hill KGTV

- ▶ WideOrbit has been helping clients since 1999 – delivering high ROI, better efficiencies, and revenue optimization
- ▶ WideOrbit is the leader in business management software for Media. We provide innovative proven solutions and are constantly investing in our products and services.



Make better decisions

You need better insight into business operations to ensure that you're making the right decisions and investments.

“WideOrbit provides the most flexible, robust reporting tool of any software I have ever worked with in my career. I cannot imagine being without WideOrbit at the Corporate level for consolidated, real time reporting purposes.”

SUSAN DEVINE
Director of Accounting
Barrington Broadcasting
Corporation

▶ WideOrbit delivers:

- Unprecedented insight into your business operations with a single, consolidated system to manage your stations and groups
- Easy access to the right information to drive decisions and investments
- Greater business control to drive revenue and decrease costs

Add new revenue streams

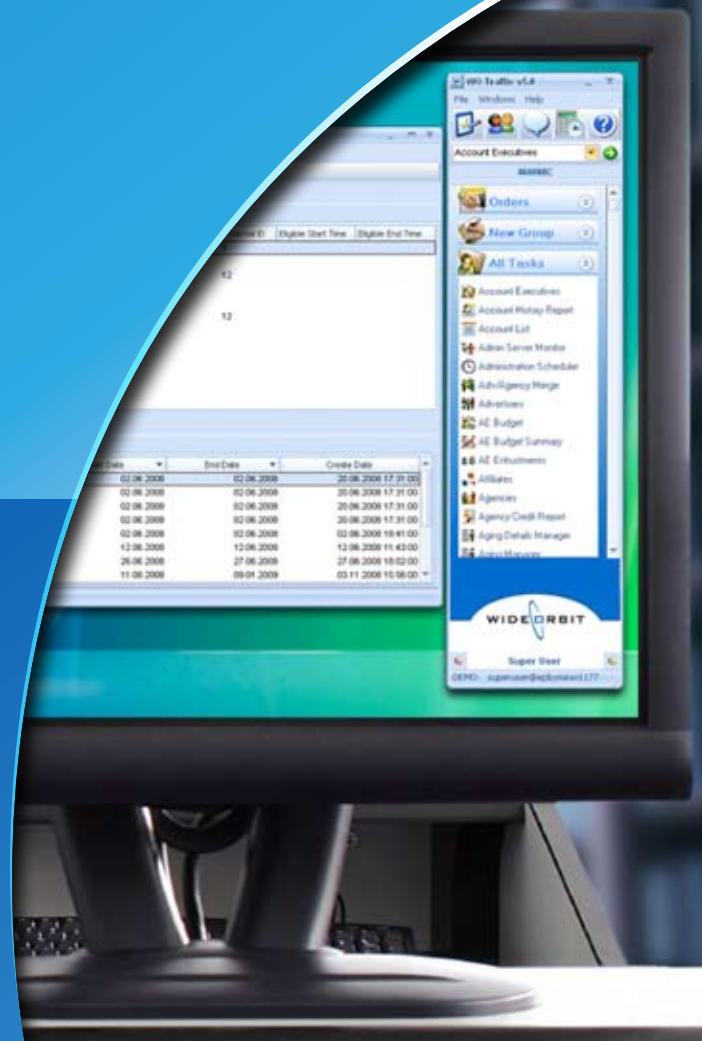
You need a way to add new revenue streams and expand to new mediums without adding cost.

▶ With WideOrbit you will:

- Manage advertising sales, inventory and revenue for multiple mediums on a single system
- Expand to new mediums (like out of home) on the same system
- Drive new revenue without adding staff

“With WideOrbit, we’ve been able to streamline our processes, centralize operations and drive new revenue by expanding from 2 to 7 stations – with our existing personnel. WideOrbit software was critical in helping us scale our business.”

BRIAN LILLY
President
Lilly Broadcasting



Client success is our top priority

You need a vendor that is committed to making your job easier and your business a success.

“*During a time when all businesses are looking to do more with less, I cannot fathom what it would be like for even one day without WideOrbit. Thanks WideOrbit!*”

KRISTIE WILHARM
Traffic Manager
News-Press & Gazette

- ▶ WideOrbit has extraordinary customer satisfaction because we offer media companies a solution to maximize core revenue today... and a technology path to harness the Internet and other media in the future
- ▶ WideOrbit ranks as the most responsive and most recommended provider of sales, traffic and billing software – 95% of users would recommend WideOrbit*



* Based on the Traffic Directors Guild of America (TDGA) independent survey of software satisfaction

Rapid reliable deployments

You can't afford to miss deadlines. You need a reliable vendor that knows the importance of getting your systems up and running – on time.

▶ **Since 1999, WideOrbit has delivered rapid, successful customer deployments – *we've never missed a live date***

▶ **With WideOrbit you will:**

- Experience rapid ROI – results in 3-9 months
- Minimize errors: reduce credits and makegoods
- Reduce overtime
- Reduce training and turnover costs
- Decrease expenses: paper costs, hardware, maintenance, and more





WideOrbit Clients

More than 1300
television stations,
radio stations and cable
networks around the
globe use WideOrbit.

WideOrbit manages
over \$12 billion in
advertising revenue
per year.



- ▶ WideOrbit has been helping our clients since 1999 – delivering high ROI, better efficiencies, and revenue optimization


 SCRIPPS


 FISHER
communications


 Barrington
Broadcasting


 HEARST
television inc


 MediaFLO™


 POST-NEWSWEEK
STATIONS, INC.


 Astral Media®


 The
McGraw-Hill
Companies


 BIG
92.7 FM


 SUNBELT
COMMUNICATIONS COMPANY


 MX
MEXICANAL

▶ WideOrbit added 276 new clients in 2008

New 2008
installations
include:

“ Things are great! ...
I can't believe what we "lived"
with for so long. This system is
just common sense... I know we
have just touched the surface
of what this system is capable
of. We had a great Political year,
and what would have been
simply overwhelming on our
old system was so manageable
in WideOrbit.”

BARBARA MONROY

Traffic Manager, Program Coordinator
Sunbelt Communications



Delivering innovative proven solutions

You need a vendor that is committed to providing you with innovative solutions.

Since 1999, WideOrbit has invested more than \$75 million in core products and services.

“WideOrbit will continue to drive advertising technology in order to help broadcasters do their jobs more efficiently and profitably.”

ERIC MATHEWSON
Founder and CEO
WideOrbit Inc.

▶ In 2009, WideOrbit will invest an additional \$15 million in new solutions to help our clients save money and grow revenue. This year, WideOrbit introduces:

- **WO Sales:** Making Media sales smarter and more efficient
- **WO Promo:** Optimizing use of promotional inventory
- **WO Central:** Increasing broadcasters' ability to access new revenue channels

Continued rapid growth

You need a vendor that is financially strong and stable – that grows with the industry.

- ▶ **WideOrbit grew 523% over the last five years (2003-2007)**
- ▶ **Deloitte 2008 Silicon Valley Technology Fast 50**
- ▶ **Deloitte 2008 North American Technology Fast 500**



**For more information
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OFFICES ALSO LOCATED IN:

- DENVER, CO
- SEATTLE, WA
- LONDON, UK
- NEW DELHI, INDIA