



FOR IMMEDIATE RELEASE

**BROADCAST INTERNATIONAL ANNOUNCES AGREEMENT WITH
FORTUNE 10 FINANCIAL SERVICES ORGANIZATION**

-Broadcast International's rich media division, BI Networks', deployment of a new digital signage network brings Fortune 10 financial company substantial cost savings and new capabilities to its nationwide network-

Salt Lake City — Aug. 17, 2009 – [Broadcast International, Inc.](#) (OTC: BCST "BI") announced today a multi-year partnership between its BI Networks division and a Fortune 10 financial services organization.

Broadcast International will deploy a new digital signage network in 2,000 existing media equipped sites and continue to grow the network as the client expands its digital signage application within its 6,000 retail locations nationwide.

"We're extremely pleased that BI Networks and our CodecSys digital signage solution were selected by this prestigious client," said David Van Epps, senior vice president and general manager of the BI Networks division. "This implementation illustrates that network design and content delivery efficiencies can result in substantial cost savings for both new and existing digital signage networks."

The new network replaces all existing media player hardware with Broadcast International's CodecSys Media Receiver CMR-4000 updated by its proprietary enterprise control software. Once the conversion is completed by year end, the solution will allow BI Networks' client to reduce their annual spending on their digital signage network by more than 50%.

The CodecSys CMR-4000 is a multi-functional H.264 device which enables satellite, terrestrial or cellular delivery of media content to remote locations worldwide. The CMR-4000 allows for a wide variety of solutions on one platform for constantly evolving business models. It's designed to receive, store and deliver digital signage, music and video content in MPEG 2 and MPEG 4-H.264, Flash, and a number of other formats. It's enabled to receive live broadcast content as low as 3Mbps for High Definition feeds, while also supporting Video-On-Demand programming.

"Broadcast International has been delivering rich media content to enterprise customers for more than 25 years," said Rod Tiede, president & CEO of Broadcast International. "We look forward to using this opportunity to further our position as a leader in digital signage as well."

For more information about BI Network's digital signage application or to schedule a demo please visit Broadcast International's Web site at www.brin.com or e-mail the company at info@brin.com.

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About Broadcast International

Broadcast International is a leading provider of video-powered broadcast solutions, including IP, and digital satellite, Internet streaming and other types of wired/wireless network distribution. BI's patented CodecSys software is a breakthrough, multi-codec video compression technology that cuts video bandwidth requirements over satellite, cable, IP and wireless networks. By slashing bandwidth needs, CodecSys enables a new generation of applications such as streaming video to cell phones, and offers unprecedented price/ performance benefits for existing applications such as HD video. Broadcast International is a public company (OTC BB: BCST) headquartered in Salt Lake City UT. For more information, go to www.brin.com and www.codecsys.com.

Forward-Looking Statements

All statements in this news release that are not based on historical fact are "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995 and the provisions of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended (which Sections were adopted as part of the Private Securities Litigation Reform Act of 1995). While management has based any forward-looking statements contained herein on its current expectations, the information on which such expectations were based may change. These forward-looking statements rely on a number of assumptions concerning future events and are subject to a number of risks, uncertainties, and other factors, many of which are outside of our control, that could cause actual results to materially differ from such statements. Such risks, uncertainties, and other factors include, but are not necessarily limited to, those set forth under the caption "Additional Factors That May Affect Our Business" in the Company's most recent Form 10-K and 10-Q filings, and amendments thereto. In addition, we operate in a highly competitive and rapidly changing environment, and new risks may arise. Accordingly, investors should not place any reliance on forward-looking statements as a prediction of actual results. We disclaim any intention to, and undertake no obligation to, update or revise any forward-looking statement.

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