



FOR IMMEDIATE RELEASE

MAJOR MEDIA COMPANIES SELECT VOLOMEDIA AS ADVERTISING SALES AND INSERTION SOLUTION FOR DOWNLOADABLE VIDEO AND AUDIO

Msnbc.com and Public Radio International Are Latest to Join VoloMedia's
Comprehensive News & Information Vertical

SUNNYVALE, CA -- June 4, 2008 --VoloMedia (formerly Podbridge, Inc.), the leading advertising network for downloadable media, is pleased to announce that more news and information companies have selected VoloMedia's advertising sales, insertion, and reporting solutions for their video and audio podcast content, including msnbc.com, Public Radio International and other notable media companies.

For links to these sites, please visit <http://www.volomedia.com/customers>.

"We are very proud to be working with such trusted and influential companies," said Brian Steel, CEO of VoloMedia. "Tens of millions of consumers rely upon these established publishers for their daily news, analysis, and information. Our unique technology solutions will enable them to offer their digital content as podcast downloads to consumers, while enhancing their ability to monetize these valuable media assets. Our measurement and reporting solutions also provide publishers with unprecedented insights into how audiences consume downloadable media - both audio and video."

VoloMedia is utilizing its patented, dynamic advertising insertion technology to place targeted advertisements into downloadable video and audio for all of the above mentioned companies. These advertisements can be inserted at any point within the content and will remain with the content from an online browser to an offline portable device, such as an iPod®1. VoloMedia is also selling ads on behalf of this group of companies as part of its News & Information vertical.

Each publisher has access to VoloMedia's Campaign Management Portal where it can manage its media and ad campaigns, as well as view and export reports. Publishers also have the ability to establish ad campaign parameters such as geography, demographics, and time of day to target the optimal audiences for their content. The Campaign Management Portal is accessible online anytime, anywhere.

1iPod is a trademark of Apple Inc., registered in the U.S. and other countries.¹

About VoloMedia Inc.

VoloMedia is the leading advertising network for downloadable media, extending the reach of video and audio from the browser to the portable device. The company's patented products and technologies enable dynamic advertising insertion and rotation, targeting, measurement, reporting, and campaign management. VoloMedia's products and services are utilized by some of the largest and most well known media companies, including the ones mentioned above as well as Fox News, Ford Models, RingTales Scientific American and MyDamnChannel, to unlock the value of their downloadable media by enabling advertisers to accurately reach and measure high-value audiences. Founded in 2005, the company is headquartered in Sunnyvale, CA and is funded by Mayfield Fund, Sutter Hill Ventures, and Worldview Technology Partners. www.volomedia.com

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