



PRESS RELEASE

ENCO Systems Adds Twitter capability to PADapult

Southfield, Michigan, May 5, 2009: ENCO Systems Inc., a leading worldwide provider of Digital Audio Delivery Systems, announced the release of version 9.0a of **PADapult**, the data multicasting tool for radio broadcasters. Among other enhancements, this new version features the ability to send customizable 'now playing' information to the Twitter and FriendFeed social networking systems.

Along with the ability to send customizable data from any automation system, **PADapult** also addresses the needs of broadcasters that wish to easily encode and transmit PSD (Program Service Data) on the fly. This capability, called **PADLive!**, is particularly useful for broadcasters in live news/talk and sports formats where automated data may not be available. **PADapult** allows the sending of data to as many as ten different destinations, such as HD Radio, RDS encoders, web sites, electronic signage and now, Twitter and FriendFeed. **PADapult** automatically formats data for the intended destination. It also supports scheduled messagecasting for promotional and commercial content. Also new to this version of **PADapult** is the ability to natively support the serial data format from the satellite delivered Citadel Media Networks (formerly ABC Radio Network).

Eugene Novacek, President of ENCO Systems said, "With the continued interest in social networking by radio broadcasters, the ability to natively support Twitter and FriendFeed in **PADapult** will give our radio clients another way to promote their stations and tighten the ties to listeners. We've also made a number of enhancements to **PADapult** making it even easier to configure and increasing its' functionality."

PADapult is available as an add-on module for DAD or Presenter users. A stand-alone version is also available for users who do not have DAD/Presenter systems. A custom version of **PADapult** is also embedded into ENCO's **RAMA** metadata appliance. Version 9.0a is available to current **PADapult** users who are under an ENCO support agreement at no additional charge.

About ENCO (www.enco.com)

ENCO Systems is a leading provider of Digital Audio Delivery Systems for demanding television and radio organizations worldwide. ENCO is headquartered in Southfield, Michigan with offices in Nashville, South Carolina, India and the United Kingdom and retains distributors throughout the rest of the world.

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