

Stitcher Introduces Location-based Content to its iPhone App

Stitcher 2.3 was released today for the iPhone, bringing several highly anticipated features to the App Store's most popular audio news app

San Francisco, October 1, 2009 – Stitcher, an award-winning provider of news and talk radio for mobile phone users, released version 2.3 of its iPhone app this week. Highlights of the new version include Premium Shows, alarm-clock capabilities, and location-based content.

Stitcher 2.3 uses the iPhone's geolocator to pinpoint a listener's location, allowing the app to create customized stations with local shows and relevant content.

"We tried to find shows from the five biggest cities in each state," said Matty Staudt, Stitcher's content director. "There are a lot of great local shows people don't know about, and now the Stitcher app is a great way to find them."

Stitcher also now authenticates online subscription information for eight Premium Shows, allowing listeners even greater access to premium content. Subscribers can now listen to complete episodes of their favorite premium shows from their iPhone.

"We're excited about Stitcher 2.3's unique new features, all of which stem directly from user suggestions" said Stitcher CEO and co-founder Noah Shanok. "Stitcher fans have long wanted an alarm-clock feature so they can wake up to their favorite audio shows – we made that vision a reality with 2.3. We're also thrilled to provide a premium content option, giving listeners access to some of the nation's most popular shows, wherever they go, whenever they want."

The Stitcher app for iPhone and BlackBerry mobile phones allows users to enjoy leading digital content in an audio format, on the go – also known as Smart Radio. Stitcher 2.3 marks yet another stride the company has taken toward making free Smart Radio even smarter.

Smart Radio

Smart Radio is a rapidly emerging media category that combines the mobility of radio with the content availability and choice of Internet technology. With Smart Radio, anyone with an Internet connection can stream on-demand audio to their mobile devices, customizing their programming to fit their individual preferences and interests – from music to talk to information.

Stitcher

Stitcher is Smart Radio for mobile phones. With Stitcher's free mobile phone app, iPhone and Blackberry listeners have the ability to access their favorite digital audio content anytime, anywhere. By streaming the best in news, sports, talk and entertainment straight to mobile phones, Stitcher is the easiest way to stay connected to the world on the go – receiving only the information that's most important, in a format that fits into people's busy lives. The company was recently honored with the 2009 "People's Voice Webby" award for Mobile News and a "Best of

'09" award from *San Francisco* magazine. Smartphone users can download Stitcher quickly and easily at www.Stitcher.com or at the iPhone, Palm Pre, or BlackBerry app stores.

Contact: Danielle Novy, Stitcher Radio, 415-956-1801 or danielle@stitcher.com