

## Smart Phone Users Gain Greater Access to Premium Audio Content through Stitcher

*Stitcher expands Smart Radio with new content from CNBC, BBC World Service, National Geographic, Public Radio International, Revision3, and Dictionary.com.*

**San Francisco, July 21, 2009** – Stitcher, an award-winning provider of news and talk radio for smartphone users, today announced partnerships with several leading publishing and media companies, including CNBC, BBC World Service, National Geographic, Public Radio International, Revision3, and Dictionary.com. These partnerships give iPhone and BlackBerry users increased access to a wide variety of the most popular digital content through Stitcher's smartphone app.

"The world of Smart Radio just got a lot bigger, and better," said Noah Shanok, Stitcher's CEO and co-founder. "People increasingly want to receive digital content whenever and wherever they are. With these new partnerships, Stitcher listeners can get more of the most sought-after online content, on the go."

Stitcher partners also see the benefits of expanding the universe of available content for Smart Radio listeners.

"Partnering with Stitcher allows us to bring engaging Dictionary.com content onto the emerging Smart Radio platform," said Doug Leeds, president of Dictionary.com. "As consumers increasingly depend on mobile devices for information and entertainment, Stitcher provides a wonderful means for us to reach people looking to get smarter while on the go."

National Geographic agrees: "We're thrilled for the chance to bring National Geographic to listeners through the Stitcher platform," said Aaron Kohn, vice president and general manager of National Geographic Mobile. "It opens up enormous potential for us to reach new audiences with vivid, authentic National Geographic programming."

Stitcher is one of the firms pioneering the rapidly emerging Smart Radio category, which includes those companies that deliver music, talk, and information content via streaming audio. A recent survey conducted by Jacobs Media found that 30 percent of 21,000 respondents have listened to an increasing amount of streaming audio since mid 2008.

Earlier this year, Stitcher announced its first round of partnerships with The Wall Street Journal, Newsweek, and Fox News, among others. With more than half a million downloads, and over a million audio programs served each month, Stitcher is quickly gaining an expansive audience. As a partner with Stitcher, content providers gain greater audience reach, more active end-user engagement, and a share of advertising revenue.

### 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 device, customizing their programming to fit their individual preferences and interests – from music to talk to information.

### Stitcher

Stitcher is Smart Radio for smartphones. With Stitcher's free mobile phone app, iPhone and BlackBerry listeners have the ability to access their favorite digital audio content anytime and anywhere. By streaming the best in online news, sports, talk and entertainment straight to smart phones, Stitcher is the easiest way to stay connected to the world – 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 the Bay" award from San Francisco magazine. Smartphone users can download Stitcher quickly and easily at [www.Stitcher.com](http://www.Stitcher.com) or at the iPhone or BlackBerry app stores.

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