

## **New Stitcher Podcast Gives Twitter Users Greater Insight into Daily Trending Topics**

*Stitcher's new "Trending Now Daily Wrap" podcast keeps listeners informed about Twitter's hottest topics – and why people are tweeting about them*

**San Francisco, July 08, 2009** – Stitcher, an award-winning provider of news and talk radio for smartphone users, recently launched an originaive new podcast that explains the buzz behind top Twitter trends. Through Stitcher's mobile app, iPhone and BlackBerry users can listen to "Trending Now Daily Wrap," a daily digest of all the "Trending Now" mini-episodes that Stitcher records and posts on [twitter.com/trendingnow](http://twitter.com/trendingnow).

"Many people like to check out what's trending on Twitter, but few of us have the time to figure out why these trends emerge," said Stitcher CEO and co-founder Noah Shanok. "We started producing the "Trending Now" podcast because it's content that we want. It gives people an easy way to learn what's trending and why."

To keep listeners abreast of current events, Stitcher records new episodes roughly every hour.

The Stitcher app for iPhone and BlackBerry smartphones allows users to enjoy leading digital content in an audio format, on the go – also known as Smart Radio. As such, the Stitcher podcast creates a new way for smart phone users to stay in touch with what's happening on Twitter.

"This show creates a whole new medium through which people can track Twitter," said Shanok.

Twitter's explosive growth – up an astounding 3,712 percent from April 2008 to April 2009 – has made the social-media site a critical way to tap into what people are talking about all over the world. In addition to Stitcher's podcast, Twitter users can stay up-to-date at [twitter.com/trendingnow](http://twitter.com/trendingnow).

### **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 or 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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