



## news release

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### **Stitcher Pioneers New Techniques to Personalize Talk Radio**

**San Francisco, April 12, 2010** – Stitcher, the leader in on-demand news and talk radio for mobile devices, rolled out Version 3.2 of its popular iPhone app this week. This latest version represents a significant advancement in how users are able to personalize talk radio to fit their unique preferences.

The company continues to make breakthroughs in the intricate process of personalizing talk radio, allowing users to further specify why they like or don't like content. Stitcher listeners now have increased control over which shows they listen to and which shows Stitcher recommends based on their specific interests. In this release, users can choose to block shows they don't want to hear in their stations.

"We wanted to improve our system for recommending new shows to listeners. By removing shows users aren't interested in hearing, we increase the likelihood that the next show users hear will be one they want to hear," Stitcher CEO and Co-founder Noah Shanok said. "We've been working alongside our growing passionate user base to determine how we can improve our app to fit their needs when listening and discovering talk content."

Stitcher v3.2 is the product of extensive user testing conducted by Stitcher to make the app easier to enjoy. Additional features include instant replay, a redesigned interface, and breaking news alerts – another pivotal step in making talk radio interactive. Stitcher users are now instantly alerted when news breaks via the iPhone push notification system.

#### **About Stitcher**

Stitcher delivers on-demand news and talk radio for mobile devices. With Stitcher's free mobile phone app, iPhone, BlackBerry, Android and Palm webOS listeners can access their favorite audio content anytime, anywhere they choose. By streaming the best in news, sports, talk and entertainment straight to mobile phones, Stitcher is the easiest way to stay connected to a 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. PCMag.com listed Stitcher among the best apps of the year, and Gizmodo.com named Stitcher one of the week's best apps in early December.

Smartphone users can download Stitcher quickly and easily at [www.stitcher.com](http://www.stitcher.com) or at the iPhone, Palm, Android & BlackBerry app stores.