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## PRESS RELEASE

# Team Lowe's Racing Web-Broadcasts Jimmie Jam Live Via TodoCast

**SAN JUAN CAPISTRANO, Calif., September 17th, 2009:** TodoCast, the affordable portable live satellite web-broadcasting system delivered the Jimmie Jam live concert event on September 4<sup>th</sup> to Team Lowe's Racing fans featuring three-time NASCAR champion Jimmie Johnson and musical artist Edwin McCain. Team Lowe's Racing brought race fans to the front row for the action during the Atlanta race weekend with an innovative first-ever live broadcast of its exclusive Jimmie Jam series via the TodoCast system.

Sponsored by Lowe's, the free live streaming web-broadcast of the Jimmie Jam event happened on September 4<sup>th</sup> from 8:45-9:45 p.m. ET. Fans were able to watch from the comfort of their computers a sneak-peek performance of Edwin McCain and private interview session with Jimmie Johnson. Artist Edwin McCain is best known for his top-10 hit "I'll Be," and the Diane Warren-penned top 40 hit "I Could Not Ask for More".

"This event was the perfect example of how national brands and organizations can use the TodoCast system to connect with their fans," said Bryan Hill, TodoCast Chief Executive Officer. "Lowe's Racing leveraged their relationship with NASCAR fans to give them something they couldn't view anywhere else but through registering at their website for the free concert event."

The Jimmie Jam event was held in advance of the Pep Boys Auto 500 at the Atlanta Motor Speedway for a limited number of guests who won tickets on [LovesRacing.com](http://LovesRacing.com). The live broadcast of the concert was made possible through TodoCast technology, which delivers broadcast quality live video and audio via production partners who are equipped with lightweight TodoCast satellite dish kits. The TodoCast player also allowed Lowe's Racing to create custom branded billboards for Lowe's Racing and the Jimmie Johnson Foundation. The live entertainment not only rewarded their loyal fans, but the program also attracted new fans to the Lowe's Racing site who registered to watch via the TodoCast registration engine. Lowe's will be able to communicate future news and entertainment opportunities to these new fans to opted into receiving it. A video-on-demand archive of the event is available at [http://live.todocast.tv/template.multi-add\\_16x9\\_clogo.php?EventNumber=TDC-E1150](http://live.todocast.tv/template.multi-add_16x9_clogo.php?EventNumber=TDC-E1150)

**About TodoCast**

TodoCast is the new system of choice for professional videographers, event producers and organizations. At under \$30,000, the revolutionary TodoCast kit is the first affordable lightweight satellite dish assembly that mounts to virtually any SUV, pick-up, van, trailer and some cars in just minutes. The TodoCast Content Distribution Network is also vertically integrated to provide TodoCast partners a pay-per-view and advertising engine that enables them to promote and stream live events while generating revenue through paid viewers or advertising revenue. To learn more about TodoCast, visit [www.todocast.tv](http://www.todocast.tv).