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## PRESS RELEASE

# IC Media Latest TodoCast Network Partner

**SAN JUAN CAPISTRANO, Calif., June 12th, 2009:** Today, TodoCast, the affordable portable live satellite web-broadcasting system announced their latest network partnership with IC Media. Headquartered in Orlando, Florida, IC Media provides produced and live video production services for events and production companies. IC Media joins the fast growing list of videographers, corporations, sports producers and content providers who are adopting the TodoCast system to deliver and generate revenue from original live productions.

“The TodoCast system offers our company so many new ways to expand our business,” said John Copeland, IC Media Executive Producer. “The TodoCast system offers us a truly turnkey business model that starts with their lightweight mobile satellite production unit and ends with high quality broadband video streaming through our own IC Media channel with a pay-per view engine and the ability to sell sponsorships and advertising for our clients or our own productions.”

For fifteen years, IC Media has primarily delivered corporate communications solutions for companies and conferences. Clients have included the United States Postal Service, Dart Container, Blue Cross, Cisco Systems and the Bank Administration Institute. IC Media sees a large opportunity with this group to deliver live conferences and meetings to help their clients decrease travel costs and increase attendance. Their conference clients, in particular, will now be able to combat the sharp declines in attendance and revenue with live via satellite streaming through the TodoCast pay-per-view engine.

IC Media also intends to utilize their new TodoCast enabled mobile production studio to expand their breadth of production services. They will be targeting live sporting events, concerts, news coverage and more. To learn more about IC Media, visit [www.icmediapro.com](http://www.icmediapro.com).

### **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).