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PodShow Debuts PodShowPRO, a Complete Podcast and Media Management Solution for Businesses and “Prosumers”

–PodShowPRO Also Available Through AOL’s New AIM Pro; Featuring Direct Access Via the AIM Pro Buddy List Plus Links to PodShowPRO’s Personalized Media Site–

SAN FRANCISCO, CA, July 19, 2006 – PodShow, Inc., the world’s premier network for sharing, creating and discovering the best in podcasting, today announced the debut of PodShowPRO, a service designed specifically to enable businesses and professionals to take advantage of the revolution in podcasting and other independently produced content. As announced today, PodShowPRO is also the Podcasting module within AOL’s new AIM® Pro service, which is available free of charge at www.aol.com/aimpro.

PodShowPRO is built on the PodShow+ platform and provides business users with the ability to: create and publish their own podcasts; create personalized directories of content; and empower their employees, customers and constituents with the ability to access and subscribe to podcasts via special “channels”, eliminating the complications faced by individuals attempting to subscribe to podcast feeds. PodShowPRO highlights content from independent media producers for and about professional topics, such as industry specific news, research and career development and employment opportunities.

“We developed PodShowPRO in response to a growing demand from small businesses to take advantage of the revolution in independently produced content,” said Ron Bloom, Co-founder and CEO, PodShow, Inc. “With PodShowPRO we have enhanced the power of PodShow+ to create the first business media network, a place where businesses, professionals and their constituents and customers can connect via a robust media network. By embedding a PodShowPRO module in AOL’s AIM Pro Buddy List® feature we are offering the power of podcasting to tens of thousands of businesses and millions of users around the world.”

In the last 18 months, podcasting has emerged as the single most popular driver of digital media consumption, with an audience of millions generating hundreds of millions of downloads. In turn, the explosion of independently produced content has created an audience-driven demand for broader distribution and accessibility of the best in independently produced media. Businesses interested in the power of podcasting and PodShow has exploded, and the Company is responding to their needs with this new,

fully integrated, web based media platform. At launch, PodShow is offering PodShowPro free of charge to businesses.

“PodShow has leveraged its unique capabilities to develop a highly compelling package of podcast content for business users,” said Brian Curry, Vice President, Business Services, AOL. “By integrating PodShowPRO with AIM Pro, we are able to provide at-work users and small businesses with important new functionality and a fresh take on business news and information.”

About PodShowPRO

Through PodShowPRO, businesses can create and manage a range of media resources and present them to their employees, constituents and customers. PodShowPRO enables businesses to access, customize and share media to enrich their communication. PodShowPRO was developed on the PodShow+ platform and offers a powerful single click capability for users who want to use the power of podcasting to enhance their business. PodShowPRO features a powerful podcasting module available directly within the AIM Pro Client, creating the first directly accessible podcasting content with an IM client on a large scale. For more information on PodShowPRO, please visit: pro.podshow.com.

For PodShow, product integration with AIM Pro is another in a series of strategic broadband service relationships supporting the company’s mission to grow the global audience for independently produced media by developing and promoting shows discovered in PodShow’s PodShow+ social media network and the companies leading directories and destination sites. PodShowPRO is available directly at <http://pro.podshow.com>, and more channel categories will be added on an ongoing basis.

About PodShow, Inc.

The PodShow Podcast Network is the world’s premier network in podcasting, assembling the leading communities in podcasting, as well as a host of the most popular personalities and shows. PodShow also offers professional production and directory services to major media companies and traditional businesses. PodShowPDN is the first high-performance content delivery network meeting the specific needs of podcasting, delivering a comprehensive creation, production, delivery and monetization solution for independent podcasters and mainstream media companies. PodShow+ makes independently produced media more accessible to an audience of millions, provides resources for podcast producers, and enables marketers to take part in the podcast explosion. The company has greatly simplified the production experience for artists and listeners around the world. PodShow is a privately-held company, backed by leading venture capital firms Kleiner Perkins Caufield & Byers, Sequoia Capital and Sheralo Ventures. For more on PodShow, visit: <http://www.podshow.com>, and for all queries visit: <http://www.podshow.com/contactus.html>.

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