



FOR IMMEDIATE RELEASE



Media Contact: **Dan Sousa**
WildFire Media Relations
(703) 724-9691
press@25-seven.com

Paul J. McLane, Editor
Radio World
(703) 998-7600 ext. 117
radioworld@imaspub.com

25-Seven Systems' Audio Time Manager Wins Radio World "Cool Stuff" Award at NAB 2005

Boston – (May 3, 2005) – 25-Seven Systems, Inc., specializing in audio technologies for more efficient and profitable radio operations, announced today that **Audio Time Manager™** (ATM) is the winner of radio's most prestigious technology honor, the "Cool Stuff" Award, given by the editorial staff of Radio World newspaper at the recently concluded NAB 2005 convention in Las Vegas.

ATM is a unique, user-friendly processor that lets stations delay the start of live programs, add additional content, then catch up to real time seamlessly. NAB show attendees were able to see a live demonstration of a full production unit and its easy-to-use two-button operation at the 25-Seven Systems booth. 25-Seven Systems started shipping the product in February of this year.

Radio World U.S. Editor in Chief Paul J. McLane said the "Cool Stuff" Award means a product was selected by a panel of radio broadcast engineers and technical experts as notable for its design, features, cost efficiency and performance in serving radio users.

"It is a tremendous honor to win this award on our first product," 25-Seven Systems President Geoff Steadman said. "This will certainly help us get the word out about how ATM can help serve a station's listeners, and its bottom line."

About Audio Time Manager

ATM allows broadcasters to create extra breaks wherever they are needed, eliminate back-timing hassles into a network feed, or introduce random starting events like press conferences, without the awkward talk up. Stations can insert ID's, commentary inventory without compromising sound quality or sacrificing content. ATM's proprietary time compression algorithms and Time/Rate Management Calculator™ (TRMC) squeeze more time and money out of each broadcast day.

- more -



About Radio World

Radio World is the newspaper for U.S. radio managers and engineers. It is published by IMAS Publishing in Falls Church, Va., and is celebrating its 28th year covering the radio industry. Other IMAS publications include Radio World Engineering Extra, Radio World International, TV Technology, Pro Audio Review, Broadcast and Production, Audio Media and a family of country-specific publications and Web sites.

About 25-Seven Systems

Launched in 2003, 25-Seven Systems, Inc. (www.25-seven.com) specializes in audio technologies for more efficient and profitable radio operations. 25-Seven Systems radio and audio engineering and product talent develops practical solutions to meet the requirements of radio stations and networks. The core company personnel – Geoff Steadman, Derek Pilkington, Rick Sawyer, Barry Blesser and Dick Pierce – have extensive radio industry experience and a significant intellectual property portfolio that is applied to 25-Seven products.

25-Seven Systems, 25-Seven Systems logo, Audio Time Manager and Time/Rate Management Calculator are trademarks of 25-Seven Systems, Inc. Other trademarks may be property of their respective owners.

#