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25- Seven Systems Announces Sales to News/Talk Leaders ***Award-winning Audio Time Manager hits the airwaves at Bonneville's WTOP in Washington, Clear Channel's WLW in Cincinnati and NPR star WBUR in Boston***

Boston – (Sept. 20, 2006) – 25-Seven Systems, Inc. announced at the 2006 NAB Radio Show today sales of its award-winning **Audio Time Manager™** (ATM) to several prominent News/Talk stations including Bonneville's WTOP in Washington, D.C., Clear Channel's WLW in Cincinnati, and top-rated NPR news station WBUR in Boston.

"ATM solves an age-old problem for us: how to smoothly join a live network news update when breaking news makes it impossible to meet the post," said WTOP Operations Manager Brian Olinger. "Now our news anchors hit the network seamlessly, whether it's on time or 20 seconds late."

WBUR Chief Engineer Michael LeClair had similar praise for the processor and its advanced time compression and time shifting capabilities.

"We are using the ATM on a daily basis to help our local news keep on time during "Morning Edition". We plan to buy another for a second studio for "All Things Considered"," said LeClair. "It took a few weeks for us to understand how the ATM could help us; now we can't imagine doing our local breaks any other way. Anyone can use it, it's that easy."

Described as an "audio TiVo® on steroids", 25-Seven Systems' Audio Time Manager allows stations an unprecedented level of control over time. It's simplified two-button operation allows News/Talk stations to solve complex problems such as introducing random starting events without time wasting talk-ups; dropping in ID's and creating breaks in the middle of continuous programs with no loss of content; and eliminating the need to back-time into the network.

"We are very pleased to see such high-profile News/Talk innovators putting Audio Time Manager to use," said 25-Seven Systems President Geoff Steadman. "The bottom line is that these well-respected stations have proven to themselves that ATM can preserve content, protect revenue, and make their air sound better."

Steadman says the radio listener is the ultimate winner: "Listeners get turned off by sloppy network joins, returning "already in progress" or possibly worst of all: missing live sports action because play resumed before the spot break was over. Audio Time Manager was created to fix these thorny problems and keep listeners engaged, no matter what unexpected events occur."

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About Audio Time Manager

Audio Time Manager allows broadcasters to create extra breaks wherever they are needed, eliminate back-timing hassles into a network feed, or introduce events with no hard start time such as press conferences, without the awkward talk up. Stations can insert ID's or other commentary without compromising sound quality or sacrificing content. Audio Time Manager's proprietary time compression algorithms and Time/Rate Management Calculator™ (TRMC) allow program directors and stations managers control over their broadcast day.

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 Blessner and Dick Pierce – have extensive radio industry experience and a significant intellectual property portfolio that is applied to 25-Seven products.

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