



For Immediate Release

WLS Achieves Ratings and Revenue with Help from 25-Seven

Audio Time Manager Smooths Live/Syndicated Transitions and Adds Local Avails

Boston, MA — (April 5, 2010) — Chicago’s WLS-AM takes full advantage of the features of the 25-Seven Audio Program Manager (ATM) to enhance its News/Talk/Information programming. The result, according to Senior Technical Producer Michael Garay, is increased listenership and local advertising.

“The ratings come as a result of ‘great sounding radio’ achieved by our ability to hold off syndicated programs and newsfeeds,” said Garay. “Our rejoins from breaks in syndicated shows are flawless, with no local content stepping on syndicated hosts.”

ATM is a revolutionary real-time time-compressor and time-shifter that lets stations “pause” live radio, insert new material, then seamlessly return to the original program with no loss of content. “Rather than watching the clock during every local report,” said 25-Seven President Geoff Steadman, “ATM allows local service elements at WLS to take a few extra seconds to give the whole story. WLS also benefits by being able to air breaking news stories without truncating scheduled program segments using ATM to delay and precisely cue up the live element’s start.”

Garay also reports that ATM has given WLS the ability to add local inventory to syndicated programs without having to miss any show content. “We have successfully inserted additional minutes of local paid advertising in an hour and still have time to cover breaking news and air extended weather forecasts — all while hitting the top of the hour on the nose!”

“The 25-Seven ATM literally lets us stop the world until *we* are ready,” concludes Garay. “We just would not be able to get along without it!”

About 25-Seven Systems

25-Seven Systems specializes in superior audio solutions to the unique problems of radio broadcasters, networks and content providers. The company was launched in 2003 by a group of veteran broadcasters with extensive audio experience and a significant portfolio of intellectual property. 25-Seven products are designed and built in the United States.