



Media Contact:

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

Greater Media's WTKK Boston Becomes First Station To Put 25-Seven Systems' Audio Time Manager On Air

*– Milestone for 25-Seven System as Flagship Talk Station Uses ATM to Smooth
Transition Between Network Feed and Local Air in Morning Drive –*

Boston – (May 6, 2005) – 25-Seven Systems, Inc. announced today that Greater Media's flagship talk station, 96.9 FM TALK (WTKK, Boston), is the first station to use Audio Time Manager (ATM) on the air. ATM is a processor that lets radio stations delay the start of live programs and then catch up to real time seamlessly without loss of original content.

"This is a major milestone for 25-Seven Systems and ATM," said 25-Seven President Geoff Steadman who was on hand for the system's "first flight" during the station's Imus in the Morning program on April 14.

WTKK is using ATM to smooth transitions between network and local programming. WTKK morning producer Ed Muizulis put ATM into action when the station's local news and spot break ran a little long while the network feed of the Imus show was coming back to air. Instead of having an abrupt, mid-sentence segue, ATM was used to allow the break to finish and the Imus show to start right on cue. ATM then quickly caught the station back up to real time by utilizing its proprietary time compression algorithms that do not compromise sound quality or sacrifice content.

"On its very first use, ATM performed to perfection as it smoothed out a troublesome transition between the network feed and local air. WTKK has been using it every day since. Joins back to network are always perfect, and no content goes missing," said Steadman.

Greater Media Boston and its Director of Technical Operations Paul Shulins have been beta testing the ATM unit since early this year.

"ATM is the first tool I've seen that let's us easily deal with the unpredictability of live talk radio," Shulins said. "While some stations may use ATM to add more content, our goal is simply to make the air sound smoother for times when the local breaks run long or the network throws us a curveball. Now we get every word of the network feed instead of fading up on a late rejoin, and the sound quality is excellent."

- more -



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.

About Greater Media's 96.9 FM TALK (WTKK, Boston)

96.9 FM TALK is Boston's most listened to FM talk radio station. 96.9 FM TALK, which targets adults 25-54, was launched in September 1999 and has quickly become the source for instant reaction to current events. Intelligent talk is the cornerstone of 96.9 FM TALK with local hosts including Mike Barnicle with Dan Shaughnessy and Bob Lobel, Margery Eagan and Jim Braude and Boston's #1 afternoon drive host Jay Severin. The day is rounded out with nationally syndicated personalities Imus in the Morning, Bill O'Reilly, Laura Ingraham and Sean Hannity.

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.

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.

#