



For immediate release

25-Seven Introduces Program Length Manager

Unique PLM Addresses Program Continuity and Saves Valuable Production Time

Boston, MA — (March 25, 2010) — 25-Seven Systems Inc. announces the availability of its new Program Length Manager (PLM)—the next best thing to being able to stop the clock or add more minutes to the hour.

PLM shrinks or stretches your programs and program segments by several minutes an hour —without pitch change, artifacts or glitches. If a syndicated or brokered program and local content don't add up to the allotted slot, PLM can stretch the program to fit without the need for filler material or extra production steps. In addition, inserting additional material without program interruption is easily accomplished with PLM and not perceived by your listeners.

“In radio, every second counts,” said Geoff Steadman, 25-Seven president. “Program segments need to start and end exactly on time, with seamless transitions. And editing time is precious in the production room and in the field. So if a piece is just a bit long or a bit short, network headends and stations that rely on prerecorded programming can let PLM assure continuity and maintain their focus on creative radio.”

Time-manipulated audio is clean enough to use on stereo music programs and live events. PLM is operator friendly and requires little training whether controlled from the front-panel or via web browser.

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.