

SPECTICAST

NEW COMPANY TO BROADCAST LIVE EVENTS THROUGH PRIVATE TELEVISION NETWORK

June 5 Marks Inaugural Event: A Live Performance by The Philadelphia Orchestra

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PHILADELPHIA (May 5, 2009) – A new company today announced that it will broadcast live, professionally-directed and produced, orchestral and other cultural events to Multi-Viewer Venues™ throughout the Philadelphia region and other markets using a proprietary digital video technology. These live events offer remote viewing to individuals unable to go to the concert hall or auditorium, and provide a different life experience through close-ups, interviews and amplification.

“Responses to our test broadcasts have been overwhelming because our goal is not to replicate the in-person experience of going to a cultural event, but to bring a new experience to viewers,” said Derek Pew, Chairman of SpectiCast. “This is a unique opportunity to experience cultural events in an entirely new way in the comfort of your own community.”

SpectiCast broadcasts cultural arts and entertainment content, including live orchestra and opera performances, musicals, theater productions, and celebrity and author speaker series to Multi-Viewer Venues™.

A Multi-Viewer Venue™ is a location that has a standard broadband Internet connection, a television, sound system, and seating for multiple spectators. Typically, the Multi-Viewer Venues that SpectiCast targets seat 50 or more persons and include retirement communities, independent living and assisted living facilities, community centers, playhouses, movie theatres, school auditoriums and other similar venues.

- MORE -

SpectiCast / Page 2 of 3

"We are pleased to announce that our marquee content partner is the world-renowned Philadelphia Orchestra," said Mr. Pew. "On June 5, we will broadcast our first event, a live performance by The Philadelphia Orchestra, featuring Charles Dutoit conducting Rachmaninoff's Symphonic Dances to a limited number of venues throughout the country to showcase this new life enrichment concept. We will announce additional content partners in the near future and are extremely excited about our content lineup."

"The Philadelphia Orchestra is committed to finding alternative ways for listeners to hear its music, and our new partnership with SpectiCast provides us with an excellent opportunity to reach those who might not otherwise be able to attend concerts at the Kimmel Center," said Executive Director of The Philadelphia Orchestra Association Frank Slattery. "It's exciting for all of us to participate in a venture that takes advantage of cutting-edge technology and we look forward to working with SpectiCast as the project unfolds."

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About SpectiCast

Based in Philadelphia, SpectiCast broadcasts live cultural arts and entertainment events, never before available, through its private digital network to Multi-Viewer Venues™ including Assisted Living Facilities, Independent Care Facilities and Continuing Care Retirement Communities. The company delivers the highest quality audiovisual digital television experience via the Internet in the comfort, convenience and safety of private auditoriums, theatres, and living rooms.

For more information on SpectiCast, please visit www.specticast.com.

The Philadelphia Orchestra

Founded in 1900, The Philadelphia Orchestra has distinguished itself as one of the leading orchestras in the world through a century of acclaimed performances, historic international tours, best-selling recordings, and its unprecedented record of innovation in recording technologies and outreach. The Orchestra has maintained an unparalleled unity in artistic leadership with only seven music directors throughout its history: Fritz Scheel (1900-07), Carl Pohlig (1907-12), Leopold Stokowski (1912-41), Eugene Ormandy (1936-80), Riccardo Muti (1980-92), Wolfgang Sawallisch (1993-2003), and Christoph Eschenbach (2003-08). This rich tradition is carried on by Charles Dutoit, who was appointed chief conductor and artistic adviser of The Philadelphia Orchestra from the 2008-09 season through the 2011-12 season. Mr. Dutoit has a long-standing relationship with the Orchestra, having made his debut with the ensemble in 1980.

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SpectiCast /Page 3 of 3

The Philadelphia Orchestra annually touches the lives of more than one million music lovers worldwide through its performances, publications, recordings, and broadcasts. The Orchestra presents a subscription season in Philadelphia each year from September to May, in addition to education and community partnership programs, and appears annually at Carnegie Hall. Its summer schedule includes an outdoor series at Philadelphia's Mann Center for the Performing Arts, free Neighborhood Concerts, and residencies at the Bravo! Vail Valley Music Festival and the Saratoga Performing Arts Center in upstate New York.

For more information about The Philadelphia Orchestra please visit www.philorch.org.