



PRESS RELEASE

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FOR IMMEDIATE RELEASE

PodOmatic Introduces New Enterprise Podcast Services

*Complete Turnkey Solution for Easily Capturing “Customer Stickiness,”
Driving Revenues and Streamlining Business Processes*

SAN FRANCISCO, California, March 21, 2006 — PodOmatic™, the leader in free services enabling anyone to easily find, create, distribute, promote and listen to podcasts, announced today new Enterprise Podcast Services that give businesses the competitive edge they are seeking. Companies can now easily and cost-effectively improve communication and interaction with customers, transform websites from support channels into sales and marketing channels, extend their brand and streamline business processes. For businesses, PodOmatic’s new enterprise service offering is the next best thing to picking up the phone and having an intimate conversation with their customers.

PodOmatic also announced today Cullinane & Green Productions, leaders in Web based communications, has been selected as an official partner to provide companies with comprehensive podcast consulting and production services. As an official partner, Cullinane & Green will offer podcast production services, strategy development, podcast technology training, content transformation and creation, podcast publishing, podcast promotion and project management.

“PodOmatic has made it easy and affordable for companies to start podcasting,” said Roger Green who, along with Joe Cullinane, hosts the popular Cullinane & Green Report (<http://cullinane-green.podomatic.com>), a podcast series examining business development and technology trends.

Cullinane and Green, who bring a wealth of business development experience and internet technology capability, is one of the few production companies that are also successful podcasters. "With the new enterprise podcasting services being offered by PodOmatic, companies can harness this new communication medium to reach niche markets and gain a competitive advantage. We are only beginning to scratch the surface of the potential of podcasting as a business development tool," said Joe Cullinane.

"In 12-18 months, business leveraging podcasting will be commonplace; but, companies that start now can significantly expand their brand and capture "customer stickiness" before their competitors," said Johnny Mansour, Co-Founder and Chief Business Development Officer of PodOmatic, Inc. "Our new enterprise services make it easy and cost-effective for companies to immediately start leveraging the power of podcasting, giving them today the competitive advantage they seek."

The PodOmatic Enterprise Podcast Services enable companies to bypass the inconsistent measures of reader' online habits and the increasingly ineffective use of eMail-push methods, to provide fresh content, of specific interest, directly into a persons PC, iPod, MP3 player or other portable media device. Companies simply upload their Mp3 file through the company's online wizard. PodOmatic then properly encodes the podcast and syndicates it to all podcast directories. Enterprises can then access PodOmatic's listener statistics to see who is listening and leverage PodOmatic's robust set of online promotional tools to brand their podcasts and grow their audience.

PodMail, an exclusive service from PodOmatic, enables companies to deliver an audio or video private announcement to any person in their email database. Unlike podcasting, which broadcasts messages to the world, podMail can be used when the message is a little more private. It is also a great way to streamline business processes. For example, companies can easily store and share audio and video records of internal meetings, conductive employee coaching and training seminars, and distribute earnings calls to shareholders.

The leading provider of simple-to-use, web-based podcast and videocast creation and hosting services, PodOmatic is rapidly becoming the premiere destination for content producers and consumers, alike. To learn more about the new PodOmatic Enterprise Podcast Services and how the company can customize a program for your business, visit:

<http://www.podOmatic.com/business>. For additional information on PodOmatic, visit:
www.podomatic.com.

About PodOmatic, Inc.

PodOmatic, Inc. specializes in the creation of sophisticated tools and services that enable anyone to easily find, create, distribute, promote and listen to podcasts and videocasts. Headquartered in San Francisco, CA, the company's comprehensive suite of free products and services offers powerful communication and connection tools for podcasters and listeners in the emerging content-on-demand media market. For additional information, visit <http://www.podOmatic.com>.

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