



# **PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

## **PodOmatic Makes Video Podcasting Easy and Free**

*New Web-based Tools Enable Users to Create Videocasts and Distribute them to any PC, Portable Video Device or TiVo box*

**SAN FRANCISCO, California, Jan. 16, 2006** — PodOmatic™, the leader in free services enabling anyone to easily to find, create, distribute, promote and listen to podcasts, announced today the addition of video podcasting support to its comprehensive suite of products and services. With just a couple of mouse clicks, anyone can now easily create videocasts and distribute them to any PC, portable video device or TiVo box. The new web-based tools are free to registered users of the PodOmatic network.

PodOmatic's video podcasting support provides an easy and free method for users to create videocasts directly on the company's website, without having to download any software or understand complicated audio/video mixing techniques. All that is required is a PC or Mac, webcam and microphone to create a videocast. PodOmatic syndication wizards enable users to easily place their videocasts in the most popular directories (i.e. Yahoo!, iTunes, etc) and viral marketing tools, for promoting videocasts, are also provided at no cost.

"Our goal at PodOmatic has always been to drop the barrier of entry for people interested in producing podcasts," said Brian Woods, Co-Founder and Chief Technology Officer of PodOmatic, Inc. "With today's announcement, we've enabled just about anyone to participate in

this powerful new communications channel for reaching audiences that share similar interests with video content.”

Videocasters can now also podMail™ their videos directly to any PC, portable video device or TiVo box. Free and available exclusively through PodOmatic, podMail allows users to “email” audio and video messages to anyone, directly into their computer or portable audio and video devices. Users can also receive audio and video “emails” in their podMail account. Patent pending, PodOmatic podMail is just as easy as using regular email and, unlike podcast syndication (RSS), allows for private one-to-one, one-to-many communications.

The leading provider of simple-to-use, web-based podcast and videocast creation and hosting services, PodOmatic is quickly becoming the premiere destination for content producers and consumers, alike. All of PodOmatic’s basic podcasting and videocasting services are free to registered users. PodOmatic also offers *PodOmatic Plus* accounts at \$9.99 per month for podcasters and videocasters with successful shows, requiring additional storage and bandwidth. For additional information on PodOmatic, visit [www.podomatic.com](http://www.podomatic.com). To join PodOmatic’s growing network of podcasters and begin creating podcasts and videocasts, simply and at no cost, register now at [www.podomatic.com/user/register](http://www.podomatic.com/user/register).

**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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