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NEWS RELEASE

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Broadcast Electronics (BE) to Ship 9 More Transmitters to Macquarie Southern Cross in Australia

Order adds to group's large installed base of BE transmitters

Quincy, IL, USA – Broadcast Electronics (BE) announces that Macquarie Southern Cross Media (MSCM), one of the largest regional broadcasters in Australia, ordered eight BE FM transmitters and one BE AM transmitter for regional stations in New South Wales, Victoria and Queensland.

Among the transmitters ordered by the group are six STX LPs, BE's newest transmitter and the first low-powered FM transmitter scalable from 1kW to 5kW with standard features such as an emergency backup controller, internal exciter and IP connectivity.

"We chose the STX LP because of this transmitter's exceptional value, its versatility of deployment and features including IP-based monitoring. And also because it carries the BE badge," said Jim Vasey, Group Radio Engineering Manager for Macquarie Southern Cross Media.

"MSCM has used transmitters from a wide range of American and European suppliers in its 77 Australian stations; we're very comfortable with the selection of BE to fulfill our needs going forward."

This latest order adds to a large installed base of BE transmitters in Australia, including more than twenty BE solid state and tube transmitters used throughout the MSCM network of stations.

In addition to six STX LP low powered transmitters, the regional broadcaster ordered two BE FM 5C solid-state FM transmitters with FXi 250 FM exciters and one BE AM 6A transmitter.

The nine transmitters will replace older transmitters operating at stations in two regions, and are being supplied by Peter Warren of Lumina Broadcast Systems Australia Pty Ltd, which represents BE's studio and RF product lines in Australia as of January 2009. "We are fortunate to be able to build on our relationship with Macquarie Southern Cross with not only the latest RF technology such as the STX LP,

but also with the expert support that we've found in Peter Warren and Lumina," commented Frank Massa, Asia Pacific Sales Manager for Broadcast Electronics. Lumina Broadcast Systems and BE will show BE's transmitter and AudioVAULT studio product lines at booth D42 during the SMPTE Exhibition & Convention at the Sydney Exhibition Centre, July 21-24, 2009.

"BE is regarded as the most reputable transmitter manufacturer here in Australia, and I feel very fortunate to be able to represent this company and its wide range of products to broadcasters in Australia," said Warren.

Broadcast Electronics is a premier manufacturer of AM, FM and HD Radio™ equipment, offering solid-state and single-tube transmitters in all power categories and for all applications. The company, which celebrates its 50th year in operation this month, also makes the AudioVAULT digital media system in use in studios around the globe, as well as data management systems for RDS and digital radio. Its latest product is the STX LP transmitter introduced in January at under US\$7,000 – well below the price point of other transmitters in its power category. Standard STX LP features such as an emergency backup controller, internal exciter and IP connectivity make it an economical solution as a main or backup transmitter, or for synchronizing transmissions in a single-frequency network.

As the largest radio-only broadcast manufacturer of studio and transmitter products in the world, BE supplies its products as standalone units to existing systems or as part of a total system package along with other third-party products for unmatched system reliability and future-proof flexibility.

About Broadcast Electronics (www.bdcast.com)

Broadcast Electronics (BE) is the premier provider of mission-critical solutions for over-the-air and Internet radio. BE products encompass program generation, audio and data management, inter-facility transport, and analog and digital transmission. For five decades, BE pioneering developments have set industry standards for innovation and reliability, while providing broadcasters with new options for operational productivity and income generation. BE is headquartered in Quincy, Illinois, and is represented worldwide by a network of local representatives.

About Lumina Broadcast Systems (www.luminabsa.com)

Lumina Broadcast Systems offers quality products and services to the radio and television broadcast industry, providing sales, design, commissioning, maintenance, service and after sales support for the products and services the company represents in Australia and New Zealand. Lumina's mission is to provide the clients with the services and products that best meet their expectations and budgets.

The company is led by Peter Warren, General Manager/ Sales and Marketing. Before founding Lumina Broadcast Systems, Peter was Sales Manager for Broadcast Products at UGL – Communications. Prior to that Peter was the NSW/ACT Sales Manager-Broadcast Products at REXEL Australia. With over 30 years experience in the film, television, radio and telecommunications industries and most recently digital cinema, Peter has considerable knowledge of the technological challenges broadcasters face today and the emerging applications for digital media which cross all segments of this industry.

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