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**BroadbandVideo Selected by the Denver Broncos to Stream
Press Conferences Live from their Web site
New Functionality Added for the 2002 Season**

Englewood, CO – September 13, 2002 – BroadbandVideo, a full service streaming media provider, was selected by the Denver Broncos to provide exclusive, live online broadcast coverage of their press conferences from the team's official web site, www.denverbroncos.com. The first streaming press conferences occurred on September 4.

The Broncos carry Head Coach Mike Shanahan's postgame press conference live from INVESCO Field at Mile High after each home game. They also broadcast Coach Shanahan's game recap conference every Monday, and the press conferences held by Shanahan, quarterback Brian Griese and tight end Shannon Sharpe every Wednesday focused on the team's next opponent. For fans who miss the live streams, archived versions can be viewed within about an hour of each press conference.

Using Windows Media Technologies, BroadbandVideo has developed a series of solutions for streaming media on the Internet. These solutions allow video on their clients' Web sites to be delivered to the end user in a manner more consistent with an enhanced broadcast television station. This unique technology product incorporates a platform that allows the Denver Broncos' press conferences to be streamed into a video window, which is wrapped by a frame that displays all types of information about the team such as stats, bios, and trivia.

Video and audio streaming have gained steam in the past two years since consumers have been able to increase bandwidth through high-speed cable modem and Digital Subscriber Line connections. However, companies must continue to stream content to accommodate different connection speeds. BroadbandVideo's solution utilizes smart technology that detects the user's Internet connection speed at any given moment, creating a true "click and view" experience.

"Overall, outsourcing streaming of our press conferences was faster, easier and cheaper," said Steve Harbula, Director of Marketing Communications for the Denver Broncos. "The costs associated with handling this in-house would have been prohibitive. We realized that we're not streaming experts so we outsourced it – and have been extremely pleased with the results we've received from BroadbandVideo."

About BroadbandVideo

BroadBandVideo.com is a full service streaming media provider offering hosting, customized "players," management frameworks and in-house video encoding in a variety of formats. For more information and to view technology demos, please visit <http://www.broadbandvideo.com> on the Internet.

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