

For Immediate Release-

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BROADCAST ELECTRONICS ANNOUNCES MILESTONE IN AM HD RADIO™ IN MEXICO

Border AM broadcasts HD Radio following Mexico's approval of HD Radio for border stations

Quincy, IL USA –Marking a milestone in HD Radio adoption, Broadcast Electronics (BE) announced today that XEEZ 970 Radio Palacios is broadcasting AM HD Radio from the U.S./Mexico border town of Caborca, Sonora, using a BE transmission system.

The station is one of the first AM stations in Mexico to broadcast with HD Radio technology since Mexico's Federal Telecommunications Commission (CoFeTel) announcement in May authorizing radio stations within about 200 miles of the Mexico/U.S. border to begin HD Radio broadcasting.

"CoFeTel's support of HD Radio for border stations is a huge step forward in radio's worldwide digital conversion. It's very rewarding for us to be a part of this country's adoption of digital radio," commented Deb Huttenburg, Vice President of Business Development and Marketing for BE, which participated in the introduction of HD Radio technology to Mexico in 2003.

With two-thirds of the radio stations in Mexico broadcasting on the AM band, the FM-like quality of AM HD Radio technology is of particular interest to these broadcasters.

To convert to digital HD Radio technology, XEEZ 970 adapted its BE AM 6A solid-state transmitter for linear transmission and added BE's ASi 10 exciter to generate the HD Radio signal. XEEZ 970 ordered the exciter and the transmitter through BE representative Distribuidora E Importadora de Radiofusion, S.A. (DIRSA).

Broadcast Electronics offers turnkey transmitter packages for AM/FM HD Radio broadcasting, representing 48 years of radio innovation as one of the largest radio-only broadcast equipment manufacturers in the world. BE supplies its products as stand-alone units or as part of a total system package along with other third-party products for unmatched system reliability and future-proof flexibility.

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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 more than four 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.

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