



## FOR IMMEDIATE RELEASE

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## FLYCAST WILL LIVE STREAM THE 2010 CAA WOMEN'S BASKETBALL TOURNAMENT

Live video and audio streamed to iPhones, BlackBerry, Android Smartphones

**Lancaster, PA – March 8, 2010** – FlyCast today announced that it will carry live video and audio coverage of the Colonial Athletic Association (CAA) 2010 Women's Basketball Championships, which will be played on March 11-13 at the campus of James Madison University in Richmond, VA.

FlyCast worked together with Octagon Marketing to create a special iPhone application just for the event. The "CAA Tourney" app is available for free in the Apple app store. The app allows users to watch live video coverage of games 1-4 or listen to live audio coverage of all games. The application was created in just a few days using FlyCast's recently announced appMobi development and deployment platform.

Users of the popular FlyCast Select app (available free in the Apple app store) will also be able to view and listen to the tournament. FlyCast Select users can get the games by selecting "CAA Basketball Tourney" in the sports section.

FlyCast CEO David Kennedy said "FlyCast is committed to delivering entertainment to mobile devices and we're very excited to partner with Octagon Marketing to offer this "industry first" with the CAA. The ability to live stream video and audio to hundreds of thousands of mobile listeners highlights the powerful technology we've built as we've grown FlyCast over the years. Expect to see more "firsts" from FlyCast in the near future. "

### About FlyCast

FlyCast was the first to deliver streamed entertainment to the iPhone platform shortly after its inception, and continues to lead the way as a top ten application on multiple smartphone platforms, delivering over 2000 channels of entertainment to millions of users worldwide. FlyCast's unique delivery architecture has been created to serve the needs of both consumers and content owners.

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