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UDcast Speaks at Red Herring France 2008

UDcast VP Business Development Explores Video as Ubiquitous Media at Red Herring France 2008

SOPHIA-ANTIPOLIS, France – January 24, 2008 – UDcast, a leading provider of wireless IP broadcast technologies, announced today that VP Business Development, David Richardson has been selected as a panelist at Red Herring France 2008: Technology and The French Connection. The exclusive two-day event, taking place January 27-29 in Lyon, will highlight France's rapidly evolving technology ecosystem.

Richardson will be featured as a panelist in the Entertainment and Technology Roundtable titled, "Has Technology Killed the Entertainment Business?" The panel will take place on January 29 from 9:30 -10:15 a.m. Mr. Richardson will shed light on the new business and revenue models that will sustain the entertainment business and explore the technology behind getting content and entertainment to the user.

Richardson has valuable industry insight into the new revenue streams and business models emerging from mobile TV trials and commercial deployments because of UDcast's participation and supply of DVB-H networks to a wide range of markets including Finland, India, Philippines, Vietnam, Italy and others. He also brings a perspective on other emerging TV and telecom technologies such as WiMAX TV.

UDcast returns to Red Herring events after presenting at last October's Red Herring European Technology Roundtable Exhibition (ETRE) in Budapest. UDcast is also a 2007 winner of Red Herring's prestigious Hot 100 Europe.

About UDcast

UDcast is a leading software company providing IP broadcast solutions for the delivery of content to a broad range of devices over existing and emerging wireless networks worldwide. UDcast's Mobile TV technology is a key component in the end-to-end solutions from major systems providers including Motorola, Nokia, NSN, Alcatel-Lucent, Tandberg-Ericsson, Cisco-Scientific Atlanta, Harris Broadcasting and others. UDcast's satellite-aware IP appliances are widely deployed at thousands of sites around the globe. The Company was recognized in 2007 as a leading European technology company by the prestigious Red Herring Hot 100 award. The Company maintains its global headquarters in Sophia-Antipolis, France with offices in the USA, Spain, Algeria and Italy. For more information, visit www.udcast.com.

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Filip Gluszak
+33 4 93 00 16 60 or +33 6 03 23 30 01
filip.gluszak@udcast.com

Jennifer Hicks
ink Communications for UDcast
+1 617 372-2272
jennifer@theinkstudio.com