



FOR IMMEDIATE RELEASE

UDcast Appoints Simon Gazikian as VP Sales

Mobile and telecommunications industry veteran to oversee global sales

SOPHIA-ANTIPOLIS, France – January 17, 2008 – UDcast, a leading provider of wireless IP broadcast solutions, announced today that it has appointed Simon Gazikian as vice president of sales. Gazikian will oversee global sales as UDcast continues to transform from a champion in Mobile TV networks into a global technology leader offering a wide range of wireless IP broadcast software solutions to its partners. He will be based in the company's headquarters in Sophia-Antipolis.

"Building on its strong customer relationships today, UDcast has very ambitious objectives for the years to come in the areas of DVB-H, WiMAX and other mobile IP networks," said Jas Saini, CEO of UDcast. "Simon brings the expertise in these areas as well as the passion that will enable UDcast to reach the next stage in terms of market penetration and geographic expansion."

Gazikian has more than 20 years of experience in the mobile and telecommunications industries, including his most recent position as CEO of French start-up Tedemis, a specialist in mobile services provision for brands and communities. Prior to that, he was vice president global sales for Esmertec, where he rapidly increased sales to make Esmertec a dominant player in embedded Java machines and played a key role in the introduction of the company on the stock exchange in 2005.

Gazikian has also held positions of vice president Europe/Latin America with Axiom Systems and director southern Europe with Micromuse (later bought by IBM), as well as various posts with Compuware and Unisys. He is an engineering graduate of INSA Lyon and received a Master's of Business Administration from the University of Paris-Sorbonne.

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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