



FOR IMMEDIATE RELEASE

Contact: Jennifer Schmitt
412.642.7700
jennifer.schmitt@elias-savion.com

**VELOCITY Broadcasting Injects ROI into Pharmaceutical Sector by Engaging
Medical Professionals with Experiential High-Definition Broadcast Events**
– *Interactive Education Programs Provide Targeted Access to High-Value Audiences* –

PITTSBURGH, January 11, 2010 — Pittsburgh-based [VELOCITY Broadcasting®](http://www.veLOCITYbroadcasting.com), the largest global, private High-Definition broadcasting network, has engineered a revolutionary solution for delivering interactive, customized medical programming for world-renowned pharmaceutical and medical device companies. Broadcast clients have included Nobel BioCare, Medtronic, AstraZeneca, Novartis, Shire, Schering-Plough, Bristol-Myers Squibb, Cardiovascular Research Foundation and Novo Nordisk.

“Innovative pharmaceutical companies and key opinion leaders (KOL’s) now have the opportunity to introduce new clinical data, roll out next-generation products, and demonstrate cutting-edge procedures to a nationwide audience of their peers all in one evening with an immersive and interactive custom HD television program. Time to market is reduced from months to hours and return on investment sky rockets. This accelerates the innovation curve that has a dramatic impact on the ultimate end user - in this case the patient,” said Philip Elias, president and CEO of VELOCITY Broadcasting. “Broadcast events produced by VELOCITY provide targeted access to medical professionals worldwide without the lost time and unnecessary costs associated with the traditional sales cycle, and VELOCITY virtually eliminates the massive carbon footprint generated by extensive travel.”

VELOCITY’S precision marketing model enables pharmaceutical companies to leverage unmatched peer-to-peer impact by presenting a nationwide or global message by a panel of key opinion leaders to thousands of medical professionals all at once. Live broadcasts originate from VELOCITY High-Definition studios in Pittsburgh and are delivered via encrypted High-Definition satellite to the advanced viewing environments of VELOCITY HD Digital Suites at popular restaurants, clubs and hotels worldwide.

– more –

VELOCITY Broadcasting Injects ROI into Pharmaceutical Sector by Engaging Medical Professionals with Experiential High-Definition Broadcast Events (cont.)
– Interactive Education Programs Provide Targeted Access to High-Value Audiences –

VELOCITY broadcasts live, invitation-only HD programming to worldwide audiences at select Morton's The Steakhouse, Maggiano's Little Italy and ClubCorp locations, where VELOCITY HD Digital Suites are equipped with 1080i digital HD projection systems, 11-foot 16:9 screens and 11 high-fidelity speakers featuring 7.2 theater-quality surround sound.

Providing an additional dimension in audience insight, interactivity and engagement, VELOCITY also offers broadcast clients The Mind Over MatterSM Business Intelligence Suite. Powered by an array of audience response tools and technology, Mind Over Matter enables broadcast clients to tap directly into the mindset of the audience, while also empowering audiences to question the experts live on the air. By offering a portal into the attitudes, opinions and knowledge of viewers around the world, this powerful technology offers VELOCITY Broadcast clients measured results, real-time business intelligence and rapid return on investment.

"VELOCITY Broadcasting is the ideal solution for presenting educational and innovative programming to medical professionals," Elias added. "Our high-profile broadcast clients from the pharmaceutical and medical device sector understand the need for advanced immersive marketing, as well as the unprecedented ROI that private broadcasting consistently yields."

For more information about VELOCITY Broadcasting, visit www.velocitybroadcasting.com.

About VELOCITY Broadcasting

VELOCITY Broadcasting is the largest global, private High-Definition broadcasting network, and specializes in producing and delivering custom television programming live via satellite to invitation-only audiences at VELOCITY HD Digital Suites located in private clubs, restaurants and hotels in the top 200 markets across the world. Since 2005, VELOCITY has produced powerful HD broadcasts that have reached more than 140,000 key decision-makers with critical information across a wide range of topics while eliminating more than a half a billion pounds of climate-changing gases caused by air travel. For more information, visit www.velocitybroadcasting.com.