

MaxiRate™ Introduced to Radio Industry

Web-Based Yield Management System Brings Airline Pricing Model to the Radio Industry

Pittsburgh, PA – Monday, September 27, 2010 - Airline-modeled Inventory Management has arrived to the Radio Industry. MaxiRate™ is an Inventory and Pricing Management System for Radio Stations. It gives revenue-maximizing pricing guidance and direction to Station Management, including ‘What-If’ scenarios, Revenue Projections, and detailed Inventory Management tools. Account Executives enjoy easy-to-use web-based Rate Cards with rates for multiple spot lengths, all real-time and available 24/7 in ‘the cloud’.

“Remember Maxagrid? It was great, we loved it. But when it went away, we never found a replacement that was as good, so we began pricing our inventory ‘from the hip’.” said Judy Reich, Vice President, Renda Broadcasting Corporation. “We’re now using MaxiRate; it’s been a great replacement and great upgrade. I already know what rates I need to hit our 2011 forecast, and I manage it all online. No software. No CDs.”

“MaxiRate has dramatically increased my efficiency as a National Sales Manager.” said Katz Radio Group Senior Account Executive Yoel Leinwand. “The immediate updating of inventory and rates, along with the ability to access the program anywhere gives me a great advantage. In an industry where everything is due ASAP, I recommend MaxiRate for any station looking for a competitive edge.”

Susan Kelly, General Sales Manager of WSHH in Pittsburgh said, “We’ve seen a clear trend for the last month: We’re well over forecast, we’re 98%+ sold out, and we’re booking further in advance. MaxiRate helps us balance WSHH’s supply and the market’s demand.”

“Although it’s a replication of the Airline revenue model, we left out their strategy of overselling.” said Tony Renda Jr, MaxiRate’s Chief Software Architect. “MaxiRate is all Radio: It integrates with multiple traffic systems, creates rates for multiple spot lengths, generates clear concise graphs, and provides a full 52 weeks of guidance to managers. Our stations love generating more revenue with the same inventory.”

About MaxiRate™

MaxiRate™ is a web-based Inventory and Pricing Management System for Radio Stations. Already giving guidance and direction to over \$12 Million dollars in Radio Station revenue, MaxiRate™ integrates with several traffic systems, provides rates for multiple spot-lengths and provides station information for a full 52 weeks. More information is available at MaxiRate.com. MaxiRate™ is a product of Velocity Radio Management. More information about Velocity Radio Management is available at VelocityRM.com.

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