

BRS Media Announces Plans to Secure, Operate and Market the .Radio TLD

dotRadio will be positioned as the New Multimedia Domain for the On Air and Online Community!

Las Vegas, NV. April 20, 2009 - BRS Media, a diverse and growing media e-commerce firm that helps traditional and interactive media companies build and brand on the power of the Internet, announced today that it intends to secure, market and manage the “.Radio” generic top-level domain (gTLD).

dotRadio™ will provide an unparalleled branding opportunity worldwide for the Radio, Broadcasting, Streaming, Multimedia, Music and Social Network communities. Online Radio is among the fastest growing segment of the Internet. Internet radio's weekly U.S. audience has hit 42 million, according to the latest Arbitron and Edison Research Infinite Dial study.

BRS Media has pioneered the 'multimedia' domain space since launching dotFM® and dotAM®, the .FM & .AM Top Level Domains in 1998 at NAB 98 in Las Vegas. For over 11 years, BRS Media has engaged radio properties, web sites and online media organizations worldwide to move up to a 'Great Sounding Web Address' under .FM & .AM. Today some of the highest-profile media properties have a branded web address ending in .FM, including: Last.FM, Power106.FM, DI.FM, Ping.FM, as well as new sites like: Twisten.FM, Sleep.FM and Las Vegas' newest station, 1027Now.FM!

"We're thrilled and ecstatic to announce our intention to secure, operate and promote the new .Radio top level domain" remarked George T. Bundy, Chairman & CEO of BRS Media Inc. "The future for Internet Radio is vibrant, with the largest growth in mobile listening. From cell phone streaming applications to new In Car and In Flight Wi-Fi access, Internet Radio is now being consumed literally everywhere! DotRadio will allow us to offer the most complete selection of domain extensions to interactive media companies worldwide."

As part of the dotRadio announcement, BRS Media is sponsoring the RAIN Internet Radio Annual Poolside Cocktail Party, Monday April 20, 2009 at the RAIN Internet Radio Summit, a Co-located Event at the 2009 NAB Show in Las Vegas. The cocktail party will immediately follow the Internet Radio Summit from 6-8 PM at the Renaissance Hotel adjacent to the Las Vegas Convention Center. More Information on the RAIN Summit is available here: <http://kl.am/rain>

The plan to launch “.Radio” follows ICANN's (Internet Corporation for Assigned Names and Numbers) decision to expand the domain space beyond the standard .com, .net, .org and country code extensions. Being called the “Biggest Domain Name Expansion” in the history of the Internet, the move is expected to open the top level domain space to an unlimited number of extensions. ICANN is expected to announce the dates of the window for applications by the end of this year. BRS Media Inc. will apply for the .radio top level domain through the ICANN gTLD application process in early 2010. Applicants will be subject to approval by ICANN's governing board.

For more information on dotRadio go to <http://www.dotradio.info>, on Twitter at <http://twitter.dotradio.info> and on Facebook at <http://facebook.dotradio.info>

About BRS Media Inc.

Based in the South of Market district (SoMa) of San Francisco CA, BRS Media (www.brsmedia.fm) is a diverse and growing media e-commerce firm that helps traditional and interactive media companies build and brand on the power of the Internet. Listed as one of the fastest growing privately held companies by Inc.com and the SF Business Times, its portfolio of Online properties includes: dotFM® & dotAM®, domain registrar of premium multimedia .FM and .AM domains; dotRadio™, the new .Radio top level domain; iDotz.Net domain registrar of all gTLD domains (.com, .net, .org), as well as, boutique domains (.tv .la, .im, .vc & .mn); @Radio.FM & @Radio.AM, free Web based email services and the ever-popular Web-Radio, the leading portal for "tuning in" Radio on the Internet. dotFM, dotAM and dotRadio are either registered trademarks or trademarks of BRS Media, Inc.

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