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**IVERIFY CONNECTS CUSTOMERS WITH PROTECTION,  
INFORMATION AND COMMUNICATION**

**Partners with Broadcast International's CodecSys Video Encoding Software**

**CHARLOTTE, N.C., – April 30, 2009** Innovative security company Iverify and Broadcast International, the leader in ultra high-speed video compression technologies, are partnering on an initiative to deliver leading-edge security, comprehensive customer care and customized digital signage to business clients across the country.

Protecting people in the places where they shop and work, Iverify applies next-generation digital audio and video monitoring to reduce internal theft, shoplifting and robbery. The partnership with Broadcast International enables the company to communicate more dynamic protection and customer care messages using digital signage powered by Broadcast International's patented CodecSys video encoding software.

"This strategic alliance will effectively change the paradigm of the in-store security experience," said Kenny Kahn, Chief Strategic Officer of Iverify. "We are converging the power of Iverify's state-of-the-art audio and video security monitoring solutions with the influence of Broadcast International's rich media capabilities to better protect and communicate with people where they work and play."

Iverify will utilize the CodecSys system, which enables high-definition broadcasts and Internet streaming in low-bandwidth environments, to deliver live security messages, as well as targeted pre-recorded commercial content, to customers and employees anywhere in the country based on region, brand, demographics and market segment.

"The combination of rich media and security is a natural fit," said Rod Tiede, CEO of Broadcast International. "Blending the security expertise of Iverify and the digital signage experience of Broadcast International will help better protect people and businesses, and capture the attention of customers to create lasting impressions of brands."

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For over 25 years, Broadcast International has integrated, installed and serviced video-powered networks for such prominent, multi-site clients as Caterpillar, Hollister/Abercrombie & Fitch, and Staples.

Iverify's national footprint serves a broad spectrum of industries, including national retail, quick serve restaurants, banking and financial services, automotive, petrochemical, and homeland security. Clients include Family Dollar, Dunkin' Donuts and Citi Trends.

### **About Iverify**

Iverify is an innovative security company that lives and breathes the protection of people so that they have safe places to shop and work. From its state-of-the-art audio and video monitoring center, called The "I", Iverify uses breakthrough surveillance technologies that put virtual eyes, ears and voice commands in every corner of a business. Specially-trained Protection Specialists actively monitor local, regional and national locations to reduce loss from internal theft, shoplifting and robbery, creating more secure environments, happier, more productive employees, and a stronger, more profitable businesses.

### **About Broadcast International**

Broadcast International is a leading provider of video-powered broadcast solutions, including IP, and digital satellite, Internet streaming and other types of wired/wireless network distribution. BI's patented CodecSys software is a breakthrough, artificial intelligence-based video compression technology that cuts video bandwidth requirements more than 80% over satellite, cable, IP and wireless networks. By slashing bandwidth needs, CodecSys enables a new generation of applications such as streaming video to cell phones, and offers unprecedented price/ performance benefits for existing applications such as HD video.

Broadcast International is a public company (OTC BB: BCST) headquartered in Salt Lake City UT. For more information go to [www.brin.com](http://www.brin.com) and [www.codecsys.com](http://www.codecsys.com).

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