



Inergize Digital and ClipSyndicate Collaborate to Bring Regionally Relevant Financial Video News Clips From Bloomberg TV to 50 Clear Channel Station Web sites in 40 National Markets

Initiative Enables Local Television Broadcasters to Compete with Local Newspapers with Near Real-Time, Locally-Relevant Financial News Video

MINNEAPOLIS, MN and NEW YORK, NY – January 31, 2008 – Web 2.0 Monetization Conference – Inergize Digital, the interactive Web services arm of Clear Channel Television and ClipSyndicate, a video syndication service of Critical Media for professionally generated media, announced today that ClipSyndicate will provide financial video clips from Bloomberg TV within moments of airtime for geographically-tailored distribution to 50 Inergize Digital television stations in 40 national markets. Under the terms of the agreement, all Inergize Digital stations will have access to dynamically updating financial video news segments from Bloomberg TV, which will include news of the largest public or private companies in their local markets. This partnership is the first distribution initiative in the U.S. between ClipSyndicate and Bloomberg television to dynamically distribute clips through Inergize Digital stations, providing them with constantly replenishing authoritative content that does not cannibalize their core market and effectively turns these stations' sites into real-time video news publishers.

By leveraging Critical Media's Syndicaster service, broadcaster content providers such as Bloomberg have the ability to create discrete video segments with full text transcripts and rich meta data including ticker symbols within moments of airtime. The custom financial channels built in the ClipSyndicate publishing platform are based on portfolios of geographically relevant businesses which are outputted via RSS feeds. These feeds will then be integrated into Inergize Digital's proprietary content management system to enable effortless and dynamic publishing of relevant financial video news onto each broadcaster's Web site. As a result of this agreement, Bloomberg's world-class financial video reporting will be distributed within moments of air time without delay into very specific markets.

"Geo-targeted, horizontal distribution is an important initiative for Critical Media," said Sean Morgan, Chief Executive Officer of Critical Media. "While we have begun a number of horizontal distribution initiatives, this is our first horizontal agreement that also custom-scopes by geography near real-time feeds of relevant video. Distribution of financial video news across the Nation's best broadcasters' websites provides an incredible opportunity for financial services companies and their advertisers to get their messages and ads in front of highly engaged local audiences."

“With the convergence of traditional media and the Internet, it was vital to ensure our viewers the best video financial news to fit their market needs,” said Jason Gould, Senior Vice President and General Manager of Inergize Digital. “Not only will our station customers have the latest national financial video news, they will also be able to offer users the latest financial news relating to key employers in our markets. This, combined with our existing financial data, will continue to strengthen our offering. We’re looking forward to partnering with ClipSyndicate and Bloomberg to provide these services to our local markets.”

About Inergize Digital

Inergize Digital operates more than 50 local television-station Web sites in 27 markets. Originally formed as an in-house development group at Clear Channel Television, the unit provides local television stations with systems, technology, sales and marketing strategies to compete in a digital world. The multi-platform digital management system provides stations with an integrated solution to distribute content and serve their local communities and advertisers.

About Clear Channel Television

Clear Channel Television owns or operates 51 stations nationwide, including 13 stations which are distributed as digital multicast stations. They serve in 25 markets from coast to coast and are affiliated with seven national networks, plus a number of independent stations. Full-service news departments operate in 24 markets including one in Spanish language. CCTV works closely with its partners to bring excellence in local broadcasting and to promote community involvement. Clear Channel Television is a division of Clear Channel Communications, Inc. (NYSE:CCU), a leading global media and entertainment company. More information on the company can be found at www.clearchannel.com.

About Bloomberg

Bloomberg is the leading global provider of financial data, news and analytics. The BLOOMBERG PROFESSIONAL[®] service and Bloomberg's media services provide real-time and archived financial and market data, pricing, trading, news and communications tools in a single, integrated package to corporations, news organizations, financial and legal professionals and individuals around the world. Bloomberg's media services include the global BLOOMBERG NEWS[®] service with more than 2,300 professionals in over 130 bureaus worldwide; the BLOOMBERG TELEVISION[®] 24-hour business and financial network produced and distributed worldwide on eleven channels in seven languages; and BLOOMBERG RADIO[®] services providing up-to-the-minute news on XM, Sirius and WorldSpace satellite radio globally and on WBBR 1130AM in New York. In addition, Bloomberg publishes *BLOOMBERG MARKETS*[®] magazine and BLOOMBERG PRESS[®] books for investment professionals. For more information please visit <http://www.bloomberg.com>.

About Bloomberg Television

The BLOOMBERG TELEVISION[®] service is the only worldwide 24-hour business and financial television network, broadcasting in seven languages to more than 200 million homes via eleven channels. BLOOMBERG TELEVISION programming is created exclusively by the global BLOOMBERG NEWS[®] service with more than 2,300 professionals in over 130 bureaus.

The dynamic BLOOMBERG TELEVISION screen adds depth and context to on-air reports, providing viewers with charts, breaking news, stock quotes and relevant stock indexes in real time gleaned from the news, data and analytics tools of the BLOOMBERG PROFESSIONAL[®] service.

About ClipSyndicate

ClipSyndicate is an ad-supported platform for aggregating, distributing and monetizing licensed video and audio assets in near real-time on the Web. The platform is positioned to become the definitive syndication network for video news assets, having more license agreements with more authoritative news outlets than any other online syndication platform. Viral distribution of highly monetizable Professionally Generated Media ("PGM") clips across thousands of high-quality registered websites aligns content owners and web publishers with the interests of long tail advertisers looking for brand-safe inventory online. For more information, please visit ClipSyndicate.com.

About Critical Media

Critical Media Inc. is a company at the forefront of real-time broadcast media capture, search, syndication and information services. The Company provides tools and services to content consumers, providers, distributors and advertisers, leveraging its real-time broadcast capture infrastructure. Every day, Critical Media digitizes and monetizes over 10,000 hours of keyword searchable broadcast content from four continents. The Company is comprised of three divisions, The Information Services Group which markets Critical Mention[™], the company's dynamic real-time business intelligence platform, utilized by 25 percent of the Fortune 100, The Media and Consumer Services Group which is focused on building ClipSyndicate into the world's largest repository of fully searchable authoritative video news and information, and the Broadcaster Services Group focused on providing broadcasters and other content owners with risk-free, streamlined solutions, such as its clip publishing platform, Syndicaster[™], intended to take all complexity out of distributing and monetizing their video assets online. Critical Media was founded in 2002 under the name Critical Mention by one of the founders of Screaming Media - one of the largest text syndication companies on the Internet now owned by Dow Jones, Inc. and is headquartered in New York City. For more information, please visit www.critical-media.com.

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