

FOR IMMEDIATE RELEASE:



## **Stitcher Adds *Imus in the Morning* to its line-up**

*San Francisco, California — March 16, 2011* — Stitcher, Inc. today announced a new partnership with *Imus in the Morning*, expanding *Imus* fans' listening experience to mobile phones.

Stitcher is thrilled to announce the exciting new partnership with Don Imus, one of America's top radio and television humorists and interviewers, with an audience of more than 10 million listeners and viewers across the country.

Members of **Inside Imus** will now have instant access to daily programming on their mobile phones using the Stitcher SmartRadio app.

Stitcher's free mobile app will authenticate **Inside Imus** members' subscriber information, allowing listeners to stream full versions of *Imus InThe Morning* each day and even listen to previous episodes that fans may have missed at no additional charge.

More information is available at [www.stitcher.com/imus](http://www.stitcher.com/imus).

"We are excited to add *Imus in the Morning* to Stitcher SmartRadio's offerings — *Imus* fans will now be able to listen to the show wherever they want and whenever they want. And we're very proud to be supporting the Imus Ranch for Kids," said Stitcher CEO and co-founder Noah Shanok.

The free Stitcher app is available for iPhone, Android, Palm and BlackBerry devices; because it streams the content, the app uses less of the phone's memory and does not require syncing with your computer to update shows. **Inside Imus** members can now listen to their favorite *Imus* shows while on-the-go, allowing listeners even greater access to the content they want from their mobile phone, on-demand, anytime, anywhere.

100% percent of the proceeds from this partnership will be donated to The Imus Cattle Ranch For Kids with Cancer. Founded by Don Imus and Deirdre Imus in 1998, the ranch was conceived and designed with the sole purpose of providing the experience of the great American cowboy to children suffering from cancer or serious blood disorders, and children who've lost brothers and sisters to Sudden Infant Death Syndrome. The objectives are to encourage in them a sense of achievement, responsibility and self-esteem, and to instill pride and restore their dignity as they become aware of just how much they are able to accomplish. Many have become convinced that because they are sick they are not normal. At The Imus Ranch they quickly discover that they can do anything any other kid can do. Well over 1,000 kids have.

“I'm pleased that 100% of the proceeds from this agreement will go directly to the Imus Cattle Ranch for Kids with Cancer... a public foundation in Ribera, New Mexico,” said Don Imus.

### **About Stitcher SmartRadio**

Stitcher is SmartRadio for mobile phones. Stitcher's free mobile phone app provides listeners with a smarter way to hear the shows they crave and discover new content they'll love by delivering personalized audio streams, on-demand, directly to their mobile phone. By streaming the best in news, sports, talk and entertainment straight to mobile phones, Stitcher is the easiest way to stay connected to the world on the go – delivering only the information that's most important, anytime, anywhere. Listeners can also enjoy Stitcher's entire library of content on the web at [www.stitcher.com](http://www.stitcher.com).

The company was recently honored with the “People's Voice Webby” award for Mobile News. Smartphone users can download the Stitcher Radio app at [www.stitcher.com](http://www.stitcher.com) or in the iPhone, Android, Palm Pre, or BlackBerry app stores.

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