

For Immediate Release:



Stitcher SmartRadio™ Named Exclusive Mobile Provider for Kevin Smith's New SModcast Internet Radio

Popular SModcast radio show re-launches for the web; announces Stitcher as official mobile partner

San Francisco, May 2, 2011 – Stitcher today announced that its Stitcher SmartRadio™ app has been named the official mobile partner for the upcoming launch of SModcast Internet Radio (S.I.R.) on Monday, May 9. S.I.R. is a new Internet radio station evolving from the current suite of shows released on the SModcast podcast network as well as new shows created specifically for S.I.R.

S.I.R. will carry audio programming 24 hours a day, seven days a week and will feature live and archived radio programs from Kevin Smith, Jennifer Schwalbach and Jason Mewes. The suite of shows will be available exclusively through www.smodcast.com and Stitcher's free mobile and iPad™ apps.

S.I.R. will offer a full slate of SMOD programs which vary from the original Kevin Smith and Scott Mosier podcast "SModcast" and the No. 1 iTunes podcast "Hollywood Babble-On" with Ralph Garman and Kevin Smith to new shows including "SMornings with Kev and Jen," where Kevin Smith and his wife Jennifer Schwalback will broadcast live from their Hollywood Home, and "Jay and Silent Bob Get Jobs," a mid-day show featuring Smith and Mewes. S.I.R. will launch with more than four hours of live programming each day with all shows available on-demand daily in podcast format after the live broadcast.

"It's always been our goal to have the most customizable radio-listening experience out there," said Stitcher CEO Noah Shanok. "That means we're always expanding our audio programming and looking for new, exciting content to make available to our listeners. We couldn't be more pleased to partner with Kevin Smith and the SMODcast team as we continue growing our library of shows."

In celebration of the S.I.R. launch, Stitcher and SModcast.com are offering Stitcher listeners the opportunity to win a trip for two to Los Angeles to attend "Jay and Silent Bob Get Old" live at the Jon Lovitz Comedy Club (soon to be the Jon Lovitz Podcast Theater) at Universal City Walk. Additionally, the winners will not only meet Kevin, Jason and the SModcrew after the show, they will be guests on "Jay and Silent Bob Get Jobs." Full details on how to enter can be found at: http://ua.stitcher.com/ContestRules/smodcast_flyaway.html.

"Podcasting is what indie film was to me in the early 90's," says Smith. "The power to broadcast's now in everybody's hands. Podcasts democratize talk radio, allowing anyone a platform and everyone a voice. With S.I.R., we're just taking that notion and running with it."

Get ready for May 9 S.I.R. launch by downloading Stitcher on your mobile device where you can listen to the custom station dedicated to S.I.R.

Stitcher, which was recently awarded the "Best App Ever" title by 148Apps, offers listeners a smarter way to listen to the audio shows they already crave and discover new shows they'll love by delivering personalized audio content on-demand, directly to their iPad or mobile phone.

Offering a variety of categories, listeners can stitch together a customized playlist from more than five thousand media sources and have it instantly updated on their mobile devices and iPad, with no need for downloads or syncing. In

addition to SModcast, Stitcher offers programming as diverse as CNN News, NPR's Fresh Air, E!'s Chelsea Lately, TechCrunch headlines, Adam Carolla comedy and ESPN Sports.

About Stitcher:

Stitcher SmartRadio™ delivers personalized audio programming, on-demand, directly to mobile devices and iPads. Stitcher lets listeners stream the latest in news, sports, talk, entertainment and more anytime, anywhere without having to download or synchronize content from the web. It's the easiest way to stay connected to the content listeners love while on-the-go. Users can download Stitcher SmartRadio™ at www.stitcher.com or at the iTunes, Android, Palm and BlackBerry app stores.

About SModcast

On February 5, 2007, SModcast happened on the Internet. The back-and-forth banter of Kevin Smith and Scott Mosier kept happening for nearly three years before Tell 'Em, Steve-Dave finally happened as well. And from its January 1, 2010, launch, smodcast.com has grown into a full-fledged network, hosting a full week of original programming, featuring SMonsters of Talk who regularly claim the top slots on the iTunes as the Best Podcasts of 2007* and 2010: Hollywood Babble-On with Ralph Garman & Kevin Smith, Red State of the Union Q&A's with Kevin Smith, Plus One, with Jennifer Schwalbach & Kevin Smith, Puck Nuts starring the Tell 'Em Steve-Dave crew, Jay & Silent Bob Get Old starring Jason Mewes & Kevin Smith; and there's Highlands: A Peephole History, SMoviemakers, SModimations. Many of the SModcast Network podcasts have been recorded at either SModcastle in Hollywood (the world's first podcasting theater) and have now made the Jon Lovitz Podcast Theater at Universal CityWalk their new home. The SModcast Network has been profiled in *Fast Company* magazine, and SMarriage at SModcastle (in which Kevin conducts podcast weddings) was recently featured in the *NY Times* and on *Nightline*.

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