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For Immediate Release

COLEMAN INSIGHTS TO DEBUT MAJOR AUDIO STREAMING STUDY AT RAIN SUMMIT EAST

RESEARCH TRIANGLE PARK, NC, September 23, 2010 – Coleman Insights announced today that it will present a major new study of the streaming audio marketplace, “Successful Streaming Audio Strategies,” at next week’s RAIN Summit East conference in Washington, DC. The presentation will take place at 2:00 PM on Tuesday, September 28th at the Grand Hyatt Hotel.

“The ‘Successful Streaming Audio Strategies’ study will reveal a long list of key findings, the first of which we will reveal at Tuesday’s presentation,” said Coleman Insights Vice President Sam Milkman, who will lead the session at RAIN Summit East. “These findings will focus on areas such as branding, consumer loyalty and product attributes and how those findings vary by consumer segments and between Internet-only and AM/FM radio streams.”

“RAIN Summit East attendees will get a lot out of the new study we’re debuting next week,” added Coleman Insights President/Chief Operating Officer Warren Kurtzman. “We’ll go beyond the audience counting that most studies cover and provide real insights into what will drive the success of streaming audio services going forward.”

In addition to Tuesday’s presentation, Coleman Insights will make the study’s findings available to the public via its website (www.ColemanInsights.com), Facebook page (www.facebook.com/colemaninsights) and Twitter feed (www.twitter.com/colemaninsights). Visitors to these resources will have access to a complete written report and a self-guided, multimedia presentation covering the study’s findings.

About Coleman Insights

Coleman Insights, headquartered in Research Triangle Park, North Carolina, with offices in Philadelphia and Hamburg, Germany, is a firm that has helped media properties build strong brands and develop great content since 1978. Its clients include hundreds of media properties in North America, South America, Europe and Asia, including those owned by CBS Corporation, Sony Corporation, Emmis Communications, The Walt Disney Company, Lincoln Financial Media, Clear Channel Communications, EMI, Radio One, Warner Music Group, NPR, Astral Media, Bonneville International Corporation, Vivendi SA, Citadel Communications, Grupo Radio Centro, Sandusky Radio, Lagardère International, Beasley Broadcast Group, Grupo Prisa, Mid-West Family Broadcast Group, Salem Communications, The Mondadori Group, Connoisseur Media, Corporación Radial del Perú, South Central Communications, SBS Broadcasting, Maverick Media and Hubbard Broadcasting. Additional information about Coleman Insights is available at www.ColemanInsights.com.

About RAIN Summit East

RAIN Summits are the premiere educational and networking events for Internet radio. Following successful conferences in Toronto, Las Vegas, and Minneapolis this year, RAIN Summit East will take place Tuesday, September 28 in Washington, D.C. as an official co-located event of the Radio Show produced by RAB and NAB.

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