

## AudioNet

<http://www.Audionet.Com>

1-800-34AUDIO

AudioNet & KLIF 570

Announce The First FullTime SimulNetCast Radio Station on the Net

### For Immediate Release

Friday, September 1st 1995

Contact: Mark Cuban

AudioNet

Direct:214-696-3320

[Dallas]...AudioNet, the world's first audio network on the Internet, and KLIF 570AM, Dallas, are pleased to announce that on September 1st, 1995, KLIF became the first radio station in the world to begin broadcasting their original programming simultaneously over the air, and over the Internet.

**Beginning with the broadcast of the Southern Methodist University Mustangs vs. the Arkansas Razorbacks college football game from the Cotton Bowl** in Dallas, KLIF and AudioNet created history. Using Real Audio technology developed by Progressive Networks, along with networking and integration software designed and developed by AudioNet, the world's first college football game simulnetcast was a complete success, coming off without a hitch.

"We were extremely pleased with the performance of the Real Audio software, as well as our own AudioNet software. We expected to run into a few glitches, but the support of the Progressive Network engineers, as well as our own teams, pulled the entire event off without any interruptions. More importantly we have been able to offer KLIF original programming, uninterrupted since that time", said Mark Cuban, President of AudioNet.

"We are very pleased not only to be the first station broadcast on the Internet, but also to extend the reach of KLIF to many new listeners . The response of our listeners has been extremely favorable, as has the support of AudioNet," said Dan Halyburton, Vice President/General Manager for KLIF.

Users wishing to listen to KLIF on AudioNet can point their web browsers to:

**WWW.AUDIONET.COM**

## AudioNet

### Internet Firsts !

### For Immediate Release

Monday, September 5th 1995

Contact: Mark Cuban

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Direct:214-696-3320

[Dallas]...AudioNet, the worlds first audio network on the Internet, is pleased to announce a number of Internet firsts. AudioNet was the first to provide realtime audio presentation of:

1. **College Football:** Southern Methodist University vs Arkansas Razorbacks (KLIF Dallas)
2. **Professional Football:** Denver Broncos vs Buffalo Bills (KOA Denver)
3. **Full Time Radio:** KLIF Dallas original programming since Sept 1, 1995
4. **Professional Baseball:** Minor League Baseball game from Elizabethton, Tennessee
5. **Syndicated Programming:** Dick Vitale, Billy Packer, Dan Dierdorf, Jeffrey Lyons, RC Slocum shows