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NEWS RELEASE

November 1, 2006

Cupertino Extends Communication with Video Podcasting

November 2006 – Cupertino is responding to information demands of the 21st century by advancing their communications with video podcasting offered by San Francisco-based Granicus, Inc. Now, interested citizens, staff and people all over the globe can subscribe to Cupertino's video podcasts to view the city's latest public meeting webcasts. Subscribing to podcasts is easy and allows you to get the information you want, when you want it. As webcasts of city council, planning and parks and recreation meetings are published to the web, podcast feeds are automatically delivered and downloaded into your RSS reader, like iTunes, for remote and mobile viewing on hand held video players, like video-enabled iPod's, and some mobile phones.

"It is our goal to continue to use technology, like that offered by Granicus, to improve city communication with residents. Increasingly, there is a need to deliver municipal information through a medium that is both effective and convenient," says, Cupertino City Manager, David Knapp. With this new service, Cupertino staff and residents can personalize their audio/video library with content by subscription. Granicus RSS (Really Simple Syndication) is an XML-based format for sharing and distributing webcasts. RSS feeds collect your information and intelligently route it to your desktop for quick and easy access.

As rates of Internet and broadband penetration continue to rise across the nation, the Internet is fast becoming the primary medium for communication local governments and their constituents. Adopting communication methods like webcasting and audio/video podcasting to expand the reach of public information to citizens has become a priority among local governments across the nation. Rick Kitson, Public Communication Manager, City of Cupertino, recognizes the changing landscape in government communications, "Podcasting is a natural addition to our communication programs." He says, "We are offering our residents every opportunity to find out about their city and about the decisions that will affect their quality of life."

Since June 2005, Cupertino has been webcasting their public meetings with Granicus and in May 2006 they adopted audio podcasting as an additional vehicle for city information. Now, Cupertino paves the way as Granicus' first client to engage citizens through their video podcasting service designed to help clients maximize their government communication beyond a webcasting-only solution. The new video podcasting service will accentuate the city's already well received live and on demand webcasting service offered by Granicus that enables citizens to intuitively navigate through an integrated public record of agendas, minutes, staff reports and audio/video content all cross linked and searchable by keyword. Each month this year, the city has averaged over 3,500 requests for their web-based video content.

Granicus, Inc. is the leading provider of streaming media solutions to local government agencies. Cities and counties utilize the Granicus solution to improve external and internal access to public meetings, which are available in the Windows Media™ audio and video format live over the Internet, and as searchable archives that can be used for efficient long-term record keeping. Granicus has become the popular streaming media solution of choice for innovative government organizations including the City of Los Angeles, City and County of Sacramento, City of San Diego, California Public Utilities Commission, City and County of Denver, CO, and Kansas City, MO. For more information about Granicus, please visit: www.granicus.com or call Lauren Alexander at (415) 357-3618.