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**'Traditional radio is dying,' firm says**

*Internet Broadcasting Group introduces private-label Internet radio*

**/24-7PressRelease/** - AUSTIN, TX, April 27, 2008 - You've heard of private-label clothing and groceries. Now, welcome to private-label Internet radio.

Internet Broadcasting Group, based in Austin, Texas, is pioneering the concept of private-label Internet radio. Private-label Internet radio lets advertisers broadcast brand-centric content online that attracts listeners and converts them to customers. Private-label Internet radio stations broadcast brand messages 24 hours a day - without competing ads. Brand messages and ads are blended with complementary music or talk-radio programming.

Internet Broadcasting Group's first private-label Internet radio client is CigarBoyz. CigarBoyz is a group of sophisticated men and women who network online and at CigarBoyz "Premium Blend" social events. CigarBoyz Radio will feature "Brat Pack"-style music, and informative programs such as "The Old Athlete," with former University of Texas football player Todd Hunt, and "The Wine Snob with Rudy Sed."

"Traditional radio is dying," says Mark Lassoﬀ, vice president of Internet Broadcasting Group. "With audiences searching for alternatives to boring 'time and temperature' radio stations, a huge marketing opportunity has been uncovered. With major advertisers becoming content providers, the traditional commercial radio model - which has been around for decades - is being turned on its head."

As Americans are tuning out traditional radio, they're tuning in to Internet radio. The weekly online radio audience has reached an all-time high, according to new research from Arbitron and Edison Media Research. An estimated 31 million Americans listen to online radio on a weekly basis, and about 54 million listen monthly.

"What the concept of private-label Internet radio allows businesses to do," Lassoﬀ says, "is reach very narrow demographics with the messages that are most attractive to them. If you want to target only young women living in condos, you could never do that with traditional radio. Private-label Internet radio allows you to do this with laser-like precision."

Meanwhile, private-label Internet radio gives advertisers complete control over not just the content of their ads, but the programming paired with that content.

"A financial company could produce talk-radio programming that delivered not just financial news, but special coverage and promotion of that company's family of funds and services," says Josh Epstein, sales manager at Internet Broadcasting Group.

Internet Broadcasting Group can launch a new Internet radio station for just a few thousand dollars, while a federal license for a new traditional station costs hundreds of thousands of dollars. Similarly, a new traditional radio station typically takes years to develop, but a new online radio station can be established in just a few weeks.

"A private-label Internet radio station provides more bang for an advertiser's buck," Epstein says.

For more information about private-label Internet radio from Internet Broadcasting Group, visit <http://www.internetbroadcastinggroup.com> or call (512) 485-9505.

**About Internet Broadcasting Group**

Internet Broadcasting Group provides high-quality technology and programming to clients, assisting them with online brand communications. Internet Broadcasting Group, based in Austin, Texas, is a subsidiary of Network Logistic Inc., the largest IT services firm in Central Texas.

NLI Media Group is a division of network logistics Inc. that provides web design/development, online marketing, and branding.