



FOR IMMEDIATE RELEASE

Broadcast International And Fixstars Launch H.264 Real-Time Software Encoder

New encoder significantly improves productivity of IPTV content and is available immediately

Salt Lake City - February 25, 2009 – Broadcast International (OTC: BCST "BI") and Fixstars Corporation today announced the availability of its PC-based H.264 Software Encoder CodecSys CE-100/200. The encoder significantly improves the productivity of IPTV content creation in areas like Blu-ray disk authoring, digitization of video archives and large scale surveillance camera networks.

"The availability of the CE-100/200 is significant because it fills a huge void in terms of solving the global bandwidth crisis," said Rod Tiede, President and CEO of Broadcast International. "We've seen over and over that the biggest technology problem the world will face in the coming years with regards to video content is video compression and making more bandwidth available to accommodate the popularity and demand for more online video."

CodecSys CE-100/200 is comprised of Broadcast International's ultra-high speed video compression software running on IBM's BladeCenter® QS21 server, powered by the breakthrough Cell/B.E. processor. Originally developed by IBM, Sony and Toshiba to provide the computing power for cutting-edge gaming applications, the Cell/B.E. processor on the QS21 helps CodecSys AVC set a new standard for H.264 encoders, giving the broadcast industry the ability to handle a high volume of premium quality video and a large number of video channels.

"By unleashing full processing power of the Cell/B.E., we've succeeded in developing a software-based H.264 real-time encoder," said Satoshi Miki, CEO of Fixstars. "I am confident that software flexibility, versatility, and real-time capability at one workstation will allow us to offer advanced encoding solutions to more customers."

The CE-100/200 is available immediately by contacting Broadcast International or Fixstars directly. For more information about the CE-100/200 please visit www.brin.com.

About Broadcast International

Broadcast International is a leading provider of video-powered broadcast solutions, including IP, and digital satellite, Internet streaming and other types of wired/wireless network distribution. BI's patented CodecSys software is a breakthrough, artificial intelligence-based video compression technology that cuts video bandwidth requirements more than 80% over satellite, cable, IP and wireless networks. By slashing bandwidth needs, CodecSys enables a new generation of applications such as streaming video to cell phones, and offers unprecedented price/performance benefits for existing applications such as HD video.

Broadcast International is a public company (OTC BB: BCST) headquartered in Salt Lake City UT. For more information go to www.brin.com and www.codecsys.com.

About Fixstars Corporation

Fixstars is the pioneering company of the Cell Broadband Engine, high performance multi-core processor. Fixstars enables companies to speed up business by offering astonishing speed and

quality software, middleware on Cell/B.E. and hardware equipped Cell/B.E. including the GigaAccel 180 PCIe board with PowerXCell™ 8i, for industries such as Finance, Medical, Manufacturing and Digital media. Founded in 2002, Fixstars is headquartered in Tokyo, Japan.

For more information, visit www.fixstars.com

Forward-Looking Statements

All statements in this news release that are not based on historical fact are "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995 and the provisions of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended (which Sections were adopted as part of the Private Securities Litigation Reform Act of 1995). While management has based any forward-looking statements contained herein on its current expectations, the information on which such expectations were based may change. These forward-looking statements rely on a number of assumptions concerning future events and are subject to a number of risks, uncertainties, and other factors, many of which are outside of our control, that could cause actual results to materially differ from such statements. Such risks, uncertainties, and other factors include, but are not necessarily limited to, those set forth under the caption "Additional Factors That May Affect Our Business" in the Company's most recent Form 10-K and 10-Q filings, and amendments thereto. In addition, we operate in a highly competitive and rapidly changing environment, and new risks may arise. Accordingly, investors should not place any reliance on forward-looking statements as a prediction of actual results. We disclaim any intention to, and undertake no obligation to, update or revise any forward-looking statement.

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