



FOR IMMEDIATE RELEASE

CODECSYS™ PATENT GRANTED IN ISRAEL

Broadcast International awarded unique encoding patent for advanced software video optimization

SALT LAKE CITY, UTAH—June 9, 2010 – Broadcast International, Inc. (OTC: BCST “BI”) announced today that it has received a patent grant for the CodecSys™ encoding platform from the Israeli patent office. The patent is broad in its nature and covers the unique, proprietary system used by CodecSys™ to deliver complex video streams over the Internet at bandwidths lower than previously achieved in the marketplace.

CodecSys™ is a breakthrough, multi-codec video compression software platform that dramatically reduces video bandwidth requirements over satellite, cable, IP and wireless networks. By slashing bandwidth needs, CodecSys enables a new generation of applications to deliver HD video at lower bandwidth rates than previously achieved with legacy, outdated hardware encoders.

“This is a very impressive development for us at BI. Some of the most advanced video processing companies are from Israel, so we are very excited to be recognized on the same level as these other industry solutions.” said Rod Tiede “We’ve set ourselves apart in a very competitive technology sector and our customers and partners are the key benefactors of our tremendous investment.”

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, multi-codec video compression technology that cuts video bandwidth requirements 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, visit: www.brin.com and www.codecsys.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

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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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