

In a First, Geneva Motor Show to be Broadcast Live and Available On-Demand

Stream57 and The NewsMarket Partner to Offer First-of-its-Kind Service

NEW YORK/GENEVA, March 2, 2009 – For the first time, the press conferences and unveilings at the 79th International Motor Show in Geneva, a top industry event, will be broadcast live and available for on-demand viewing on www.salon-auto.ch/en/presse. Bloggers, TV and online journalists will also be able to view, order and embed additional video from the show on <http://www.thenewsmarket.com/genevamotorshow2009>.

In addition to viewing all press conferences live, journalists will be able to download video and other content in broadcast-quality, including HD, from <http://www.thenewsmarket.com/geneva2009>. All content is free of rights for editorial use.

Available video will include press conferences, unveilings and B-roll from:

- Volvo Cars
- BMW
- General Motors
- Maserati
- Fiat
- Renault
- Hyundai
- and many more

The 79th Geneva International Motor Show will take place from March 5-15th, 2009. All major automotive brands from Europe, Asia, and America will be exhibiting and more than 85 world and European premiers will be presented in the category of private vehicles alone.

The NewsMarket has partnered with Stream57, the leading provider of fully customizable webcasting and streaming rich media communications, to provide live streaming and video-on-demand services to marketers and PR professionals globally starting with the Geneva Motor Show. Customers will be able to live stream their events globally and immediately make them available for on-demand viewing and media download via The NewsMarket's media and consumer distribution platform.

During the Geneva Motor Show, new content will be made available every day during the press days. For a full schedule of the motor show, please visit: <http://www.salon-auto.ch/en/presse/?navigid=39>

NOTE TO EDITORS:

For broadcast-quality video supporting this press release, please visit (www.thenewsmarket.com/geneva2009). If you are a first time user, please take a minute to register (www.thenewsmarket.com) or, if you have any questions, please contact journalisthelp@thenewsmarket.com

About The NewsMarket

The NewsMarket is the leading platform used by global brands, governments and NGOs to communicate with all their key audiences using video. The NewsMarket combines award-winning, proprietary technology with a unique, strategic approach to support the marketing programs of the world's leading brands including General Motors, Volvo Cars, the U.S. Department of State, IBM, UNICEF, Facebook and Google. The company's media site (www.thenewsmarket.com) is used by more than 25,000 media outlets in 190 countries to view and order free news video. Headquartered in New York, the company also has offices in London, Ahmedabad, Mumbai, Beijing and San Francisco. To learn more about us, visit: www.thenewsmarket.com/postingcontent.

About Stream57

Stream57 is an energetic team that believes in the power of the Internet for learning, marketing and entertainment. StreamLine, Stream57's cutting-edge webcast and rich media software suite, brings a new level of interactivity to online video presentations and e-learning. Founded in 2001 by President Ben Chodor, Stream57 has provided software and services for rich media delivery, webcasting, collaboration and e-learning, consistently evolving to stay at the forefront of the interactive and streaming media industry. Stream57 has engineered creative communication solutions for a wide range of distinguished clients, including several Fortune 1000 corporations, national charities, higher education institutions and health care organizations. For more information on Stream57, please call 212-909-2550 or visit www.Stream57.com.

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