

For Immediate Release

There's No Substitute For Pop Culture 24/7

December, 2006, The Internet, World Wide – Are you intrigued by the fast paced culture of the internet? Do you live in the portable on-demand media age? Are podcasts, blogs, and RSS feeds the main source of the way you get info? Here are some cold hard facts...If you live to eat, breath and sleep the YouTube revolution- you are in luck- it just got easier and a lot more addictive.

May I introduce, YourCast...

The groundbreaking technological company, Look At My Broadcast, otherwise known as YOurCast is proud to announce their much anticipated launch. YourCast aims to be the best desktop application to help you enjoy YouTube entertainment with many options such as a scalable video window and a TV output for a second display through a compatible video card.

YourCast offers a variety of options so that its users can create playlists with private videos, download their favorite videos in an Ipod compatible format, and also to allow custom distribution of playlists for both personal and professional use as email attachments, blogs, RSS Syndication and Optical Media Distributions. In addition, you can use the innovative feature, YourList, to distribute a collection of YouTube clips of a vacation to family members or even syndicate your own sitcom with advertisements in-between segments just like a real TV network. With YourCast, get ready for your 15 minutes of fame... it is just around the corner. Be sure to also checkout Hip Hop Super Producer, Just Blazes, "Just Blazes TV" on YourCast channel 103.

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Founded in 2005 by George Haygood, an inventor who writes and submits his own patents, states, "YourCast adds the next level of true web to desktop and TV broadcasting power. We are providing a system for anyone that would like to walk into their local cable company and receive a personal cable channel. We know the cable company can't assign personal cable channels, but with YourCast, you now have your own broadcasting channel through the computer with YouTube.com acting as a video repository." YourCasts' goal is to offer industry leading and incredibly innovative software applications to the public that will heighten entertainment and generate revenue for its user.

With their affordable subscription rate of only \$.99 per month, YourCast takes pride in their product and services on being available to everyone in the world. Beginning December 24, 2006, this amazing application will be available via www.YourCast.com and also on www.download.com.

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