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FOR IMMEDIATE RELEASE

WHAT: Exclusive Newspaper video network to air LIVE Sturgis Web Broadcasts

WHEN: Aug. 10 and 11, 2010

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Network to carry live broadcasts from Sturgis Rally

RAPID CITY, S.D. JULY 12, 2010 — iNK Barrel Video Networks announced today that it would produce two live web broadcasts from downtown Sturgis during the granddaddy of all motorcycle rallies this August.

The broadcasts will be available on the websites of iNK Barrel newspaper affiliates.

“We’re really excited to bring this exciting content to our affiliates,” said iNK Barrel CEO Stewart Huntington. “This exclusive live feed enables newspapers to stream long-form programming to their markets — and sell local ads against it.”

Network newspaper sites that have embedded the iNK Barrel Video Network Module can stream these live events:

• Loud American Burnouts

LIVE: Wed., Aug. 11 at 3:00 p.m. MT.

International celebrity and motorcycle enthusiast Lorenzo Lamas will emcee this raucous event live from downtown Sturgis! Watch as bikers do their best before a panel of judges to earn the \$1,000.00 in prize money provided by the Loud American Roadhouse.

• Industry Roundtable

LIVE: Tues., Aug. 10 at 1:00 p.m. MT.

Hear from some of the greatest minds in custom motorcycle building as Moderator Chris McGee from RevComm talks with famous builders Dave Perewitz, Eddie Trotta, and Donnie Smith. Holger Mohr (Custom Chrome), Grady Pfeiffer (GH Marketing), and Ted Sands (Performance Machine) complete the panel with their extensive experience in the aftermarket. This is a great chance to get an insight into the motorcycle business from significant custom builders and aftermarket professionals. Live from downtown Sturgis!

Newspaper affiliates profit from the unique and dynamic live programming by selling local advertising and sponsorships against the live stream. iNK Barrel’s dynamic ad management system makes placing the ads simple.

The growing iNK Barrel Video Network includes more than 100 newspapers in eight states.

About iNK Barrel

iNK Barrel Video's custom video CMS provides newspapers with a turnkey video-on-demand and live broadcasting solution that allows publishers to stream — and share — live feeds of local events over the iNK Barrel network. Primarily focused on streaming live local sporting events to all the affiliates, iNK Barrel also broadcasts niche events like the exclusive Sturgis Motorcycle Rally programs. The iNK Barrel network is growing quickly across the country and now has more than 100 newspaper affiliates.

For more information about the iNK Barrel Network and how your newspaper can add dynamic video content to your site — and profit from it — Contact Ross Ulrich, Vice President of Sales at rulrich@inkbarrelvideo.com or +1 605.645.1852.