

**FOR IMMEDIATE RELEASE**

**Satbir Khanuja, CEO of DataSphere Technologies to Speak at BIA/Kelsey's Digital Strategies for Broadcasters Conference, May 17-19 in New Jersey/New York City**

**Seattle, WA- March 29, 2010** — DataSphere Technologies today announced that Satbir Khanuja will be a featured speaker at Digital Strategies for Broadcasters 2010 ([www.kelseygroup.com/dsb2010](http://www.kelseygroup.com/dsb2010)), BIA/Kelsey's upcoming conference focused on opportunities for transforming the traditional media business, May 17-19, 2010, Jersey City, New Jersey. Satbir will participate on a panel titled, [New Platforms, New Revenues: Making It Happen](#), scheduled at 11:30 am on day one of the conference.

"DataSphere's LocalNet turnkey technology and ad service is creating significant revenue impact for broadcasters by leveraging their content, brand and broadcast assets" said Satbir Khanuja, CEO of DataSphere. "The Digital Strategies for Broadcasters conference is a great opportunity for us to share our strategies and tactics with local media companies and to learn from the other successful and innovative companies featured in this event."

"We have assembled an extraordinary lineup of speakers for Digital Strategies for Broadcasters 2010, where we will focus on the new platforms broadcasters need to devise and implement to expand their revenues this year and beyond," said Rick Ducey, chief strategy officer, BIA Advisory Services, and conference chairman. "We are fortunate to have Satbir Khanuja among our roster of speakers, and we look forward to his contribution to this event."

**About Digital Strategies for Broadcasters 2010**

Digital Strategies for Broadcasters 2010 is BIA/Kelsey's annual conference focused on the latest developments and trends for enhancing the traditional media business and creating the progressive change television and radio companies must make to ensure long-term success. The conference program will focus on the theme, "New Platforms, New Revenues." Sessions will examine the full array of digital services such as Web sites, mobile apps, HD, 3D retrans and new electronics that are transforming the industry, and how broadcasters can best leverage them to earn hundreds of millions of dollars. DSB2010 is tailored to the needs of the local broadcaster community and will feature cutting-edge analysis and presentations from top broadcast executives and thought leaders. For more information, visit [www.kelseygroup.com/dsb2010](http://www.kelseygroup.com/dsb2010).

**About DataSphere Technologies, Inc.**

DataSphere Technologies, Inc. (<http://www.DataSphere.com>) is the leading Web technology and hyperlocal ad sales company focused on generating online profits for media companies. DataSphere offers a range of turnkey solutions to rapidly improve website monetization and visitor experience with minimal investment of time and money. DataSphere's solutions also incorporate broadcast TV content and process knowledge provided by its strategic partner Fisher Communications. The company is headquartered in Bellevue, Washington, USA and led by a team of Internet veterans with backgrounds from Amazon.com, IMDb, Microsoft, RealNetworks and AltaVista.

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