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Saga Communications continues to deploy iMediaTouch throughout its radio stations

Winnipeg, MB, Canada – OMT is pleased to announce that Saga Communications of Grosse Pointe Farms, MI has purchased OMT's iMediaTouch radio automation system for another 4 key radio markets.

Saga Communications, Inc currently owns or operates broadcast properties in 26 markets, including 61 FM and 30 AM radio stations, 3 state radio networks, 2 farm radio networks, 5 television stations and 4 low power television stations.

iMediaTouch is already in full operation in 43 of their 91 radio stations. Recent iMediaTouch installations were completed in Milwaukee, WI and Des Moines, IA. iMediaTouch will be installed in Springfield, IL and Charlottesville, VA early this spring.

"OMT is a very responsive company to work with and I get a strong sense that OMT is in a good position to rapidly conceptualize, develop, and deploy the types of changes we will be looking to implement in order to increase the efficiency of our operations," comments Tracy Cleeton, Director of IT.

Greg Urbiel, Corporate Director of Engineering, continues, "I feel quite confident that we've discovered both the company and the people who will be responsive to our needs, and a system platform that can anchor our present efforts toward standardization."

"Since the first iMediaTouch installation in their Northampton cluster back in 2006, Saga Communications continues to be a great supporter of iMediaTouch and a wonderful client of OMT overall", states Jackie Tetlock, Marketing & Sales Manager. "Saga is a great believer in the efficiencies that can result from having the entire group running on the same platform for Radio Automation, Music and Traffic scheduling and Internet Streaming applications. We are very honored to have been chosen as their key vendor for radio automation installations."

About Saga Communications, Inc

Saga Communications strategy is to operate top billing radio and television stations in mid sized markets, defined as markets ranked (by market revenues) from 20 to 200. Saga's radio stations employ a myriad of programming formats, including Classic Hits, Adult Contemporary, Active Rock, Oldies, News/Talk, Country and Classical. Saga's television stations are affiliated with CBS and Fox in Joplin, MO; CBS in Greenville, MS; ABC, Fox, NBC, Telemundo and Univision in Victoria, TX. In operating its stations, Saga concentrates on the development of strong decentralized local management, which is responsible for the day-to-day operations of the stations in their market area and is compensated based on their financial performance as well as other performance factors that are deemed to effect the long-term ability of the stations to achieve financial objectives.

About OMT and iMediaTouch

OMT Inc. (OMT) is a technology solutions provider to the broadcast and media industries across North America and Internationally. iMediaTouch is OMT's flagship product suite of audio content management and digital delivery software for commercial and non-commercial broadcast radio applications. OMT's iMediaTouch Radio Automation software and radio's #1 selling digital logger, iMediaLogger, are installed worldwide in individual stations, station groups and some of the largest broadcast and audio delivery services to distribute audio content heard by millions of people worldwide through television, radio, satellite, cable and internet broadcasts. To learn more about our company, products and services, visit www.imediatouch.com

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