



NEWS RELEASE

ViewCast Contact:

Laurie L. Latham
Chief Financial Officer
Tel: +1 (972) 488-7200

PR Agency Contact:

Jessie Glockner
Rainier Communications
Tel: +1 (508) 475-0025 x140
E-mail: jglockner@rainierco.com

Investor Contact:

Matt Clawson
Allen & Caron
Tel: +1 (949) 474-4300
E-mail: matt@allencaron.com

ViewCast Names Howard Barouxis Vice President of Sales

Broadcast Industry Veteran to Expand Digital Media Technology Sales Globally

PLANO, Texas, September 22, 2011 – ViewCast Corporation (OTCBB: VCST), a developer of industry-leading solutions for the transformation, management and delivery of digital media over enterprise, broadband, and mobile networks, today announced that veteran sales executive Howard Barouxis has been named Vice President of Sales, effective immediately. He will report directly to President and Chief Operating Officer John Hammock.

Barouxis, 47, has more than a decade of experience in sales, business development and building sales organizations within the digital and mobile media industry, both nationally and internationally. He has built and managed sales, engineering and operations teams and worked closely with customers in the broadcast, broadband, cable, web and on-demand industries. Most recently, Barouxis spent three years as Vice President and General Manager, Americas for ATEME, an international broadcast company based in France that specializes in video compression encoding/decoding solutions.

“Howard has direct experience and has enjoyed success throughout his career working with a variety of high-profile customers involved in streaming media and digital asset management,” Hammock said. “We are refocusing our sales efforts to land large national and international customers that aim to deliver media content directly to users on the web via desktop, laptop, tablet and mobile devices. I am confident that Howard will be able to rapidly identify new business opportunities globally and help us accelerate growth in the expanding digital media market. He will also be leading commercial execution of new initiatives that include expanding

the number of vertical markets we supply and increasing our number of partners that provide a more robust, recurring revenue stream. I look forward to working with Howard and welcome him to the ViewCast team.”

Prior to his work with ATEME, from 2006 to 2008, Barouxis held a variety of positions for Southwick, MA-based Thomson Grass Valley, a leading broadcast and multimedia company. When he left in 2008 he was Vice President, North American Sales, Network and Integration Solutions. Previously, from 2001 to 2006, he was Director of Sales and National Sales Manager for Thales Broadcast & Multimedia which was acquired by Thomson.

Barouxis holds a bachelor’s degree in Business Administration from American International College and an MBA from Western New England College. He has been a member of both the Society of Motion Picture and Television Engineers (SMPTE) and Society of Cable Telecommunications Engineers (SCTE) since 2002.

About ViewCast

ViewCast develops industry-leading hardware and software for the transformation, management and delivery of professional quality video over broadband, enterprise and mobile networks. ViewCast’s award-winning solutions simplify the complex workflows required for the Web-based streaming of news, sports, music, and other video content to computers and mobile devices, empowering broadcasters, businesses, and governments to easily and effectively reach and expand their audiences. With more than 400,000 video capture cards deployed globally, ViewCast sets the standard in the streaming media industry. ViewCast Niagara® streaming appliances, Osprey® video capture cards and VMp™ video management systems provide the highly reliable technology required to deliver the multi-platform experiences driving today’s digital media market.

ViewCast (www.viewcast.com) is headquartered in Plano, Texas, USA, with sales and distribution channels located globally.

ViewCast, SCX, Osprey, SimulStream, VMp and Niagara are trademarks or registered trademarks of ViewCast Corporation or its subsidiaries. All other products are trademarks or registered trademarks of their respective companies.