



ViewCast[®] NEWS RELEASE

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ViewCast Appoints Video Industry Veteran Mike Galli Vice President of Marketing

Newest Member of Sales, Marketing Team to Focus on Growth Initiatives

PLANO, Texas, November 4, 2011 – ViewCast Corporation (OTCBB: VCST), a developer of industry-leading solutions that helps companies deliver video to broadband and mobile networks, today announced the appointment of video industry veteran Mike Galli as Vice President of Marketing. The appointment is effective immediately. Mr. Galli came to ViewCast in 2010 as Director of Strategic Accounts to identify and manage new business opportunities and will report to President and Chief Operating Officer John Hammock.

As VP of Marketing for ViewCast, Mr. Galli will be responsible for accelerating business growth and driving awareness and demand for the Company's industry-leading video streaming solutions. He will lead Company initiatives on corporate branding, demand generation, strategic marketing, marketing communications, advertising programs, and e-marketing outreach. Mr. Galli will also drive new product development, market research and analytics, competitive intelligence, public relations, events and corporate communications.

Mr. Galli has more than 20 years of marketing experience in the video industry, including extensive knowledge of IPTV systems, Video on Demand, CDN systems, DRM, online advertising, streaming video, enterprise software, as well as service provider and direct-to-consumer video business models. His diverse technology background is the result of working for a variety of companies ranging from computer networking and Internet to software and telecommunications.

“Mike has proven his ability to quickly and effectively assess situations, navigate issues, engage support, build consensus, and mobilize teams toward a common objective,” Hammock said. “He will be another key member of our new sales and marketing organization that is focused on landing large national and international customers.”

“ViewCast is poised at a significant inflection point in the video streaming industry with proven products and technology expertise that will enable accelerated Company growth in existing and new markets. This is an exciting time for ViewCast and the industry, and I look forward to helping the Company achieve its strategic vision,” Mr. Galli said.

Mr. Galli has held sales and marketing management positions at Grass Valley, DIVA Systems, VXtreme (acquired by Microsoft Corp.), Minerva and Kasenna. He holds a bachelor of science in electrical engineering from University of California, Berkeley.

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 systems, 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.

Safe Harbor Statement

Certain statements in this release are forward-looking within the meaning of the Private Securities Litigation Reform Act of 1995 and reflect the Company's current outlook. Such statements apply to future

events and are therefore subject to risks and uncertainties that could cause actual results to differ materially. Important factors that could cause actual results to differ materially from forward-looking statements include, but are not limited to, changes in market and business conditions, demand for the Company's products and services, technological change, the ability of the Company to develop and market new products, increased competition, the ability of the Company to obtain and enforce its patent and avoid infringing other parties' patents, and changes in government regulations. All written and verbal forward-looking statements attributable to ViewCast and any person acting on its behalf are expressly qualified in their entirety by the cautionary statements set forth herein. ViewCast does not undertake any obligation to update any forward-looking statement to reflect circumstances or events that occur after the date on which the forward-looking statements are made. For a detailed discussion of these and other cautionary statements and factors that could cause actual results to differ from the Company's forward-looking statements, please refer to the company's reports on Form 10-K and 10-Q on file with the U.S. Securities and Exchange Commission.

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