



## NEWS RELEASE

**ViewCast Contact:**

Mike Galli  
Vice President of Marketing  
Tel: +1 (972) 488-7200  
E-mail: [mgalli@viewcast.com](mailto:mgalli@viewcast.com)

**PR Agency Contact:**

Pamela Njissang  
Stearns Johnson  
Tel: +1 (415) 397-7600  
E-mail: [viewcast@stearnsjohnson.com](mailto:viewcast@stearnsjohnson.com)

**Investor Contact:**

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

**ViewCast Names Wayne Shackelford Vice President Worldwide Sales**

*More than 25 Years Experience in Sales, Business Development;  
Proven Success in Developing Sales Organizations and Channels*

**PLANO, Texas, July 10, 2012** –ViewCast Corporation (OTCBB: VCST), a developer of industry-leading solutions for the capture and streaming of video over enterprise, broadband, and mobile networks, announced today that veteran global sales executive Wayne Shackelford has been named Vice President Worldwide Sales, effective immediately. He will report directly to President and CEO John Hammock.

Shackelford has more than 25 years of experience and success in sales and business development in a variety of hardware and software communications products through direct and channel sales teams to global enterprises and service providers. For the past three years he was the General Manager - Hosted Sales for Redwood City, CA-based ASSIA Inc's DSL Management Software division, a company he began working for in its start-up phase. His work at ASSIA included the generation and growth of new hosted services revenue via the development of key partnerships with important accounts in global telecommunications markets.

"Wayne has exactly the kind of experience we need as we move our sales focus to larger national and international customers in the digital media equipment marketplace," Hammock said. "Wayne's hiring is an important and timely next step as we introduce our new, more cost-effective video management products to meet the market demand in broadband and mobile networks. He has proven success in invigorating sales teams and channels with his leadership.

Wayne also has direct experience working closely with all levels of telecommunications companies which are important market opportunities for ViewCast. “

Prior to ASSIA, Shackelford was Senior Vice President Worldwide Sales for BC, Canada-based Zeugma Systems, a privately-held telecommunications equipment supplier later acquired by Tellabs, from August 2006-October 2008. Prior to that, from October 2003 to March 2006, he was Senior Vice President of Worldwide Sales/Services for Alabama -based Verilink Corporation.

Shackelford studied business and computer science at Louisiana State University.

### **About ViewCast**

ViewCast enables anyone to deliver video whenever, wherever. With more than 500,000 Osprey® video capture cards and thousands of Niagara® streaming systems deployed globally, ViewCast is at the forefront of the video industry.

ViewCast ([www.viewcast.com](http://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.

*ViewCast, Niagara SCX, Osprey, SimulStream, 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.*