

ChyTV Contact:

Jeff Cohen
Chyron Corporation
Phone 914 509 2626
Fax 914 509 2336

5 Hub Drive
Melville, NY 11790
Phone 631 845 2000
Fax 631 845 2028



Press Release

Sports Media Inc. named Preferred Partner by Chyron Corporation's ChyTV Dynamic Digital Video Signage Unit

Sports Media will operate advertising supported digital video signage networks serving Professional Sports Leagues, Teams, Arenas and Stadiums

Melville, NY, March 15th, 2007: Chyron Corporation (OTC BB: CYRO) has today announced the appointment of Sports Media Inc. as its exclusive "Preferred Partner" digital video signage network operator for professional sports organizations, stadiums, and arenas. As a Preferred Partner, Sports Media will provide end-to-end digital video signage network services including installation; infrastructure management; content creation and distribution; field service; content management; advertising sales; and traffic and billing services to sports venues nationwide.

Sports Media will deploy networks based upon Chyron's ChyTV line of dynamic digital video signage network appliances. These appliances allow the video displays in sports venues to "squeeze back" the video of the sporting event, thus creating space for local advertising text, graphics, animation and sound.

According to Sports Media's CEO Dan Kosth, "Most stadiums and arenas have between three and seven hundred existing TV displays. The addition of a ChyTV network will allow significant new promotional and branding opportunities for national sports advertisers."

John Remmler, VP of Chyron's ChyTV Unit, commented "We are very proud of our new affiliation with Sports Media. They have an overwhelming presence as an advertising and

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media aggregator in professional sports venues and our ChyTV line offers their clients numerous video signage display, content management, and audience engagement tools that are just perfect for sporting events.”

ChyTV's graphic and text information coupled with programmable audio clips may be displayed on a single TV screen or broadcast throughout an entire sports facility. Easy and intuitive content creation, scheduling, distribution and display of graphic content to flat panel and television monitors is possible with ChyTV's dynamic display controller. Users can opt to show either full screen images or video graphics and text combined with an external video feed. Video regions can be resized and positioned from page to page with smooth dynamic transitions, while dynamic graphic and text regions can be assigned to surround or overlay the video window. Audio WAV files may be integrated seamlessly for sound clips and audio alerts.

Animated sequences can also be imported from various formats such as GIF, AVI, Flash, etc into the ChyTV Flip Book format. These animated sequences can be positioned anywhere on the screen either superimposed over the video source or surrounding a video window. These graphics and animation capabilities can be combined with ChyTV's text effects and active data updates such as sports scores, news, time, temperature and images that can be dynamically inserted into specified graphic and text regions. All graphic pages can then be scheduled from a simple, intuitive scheduling interface, and added to a Playlist for either automatic looping or date/time based playout via a standard Compact Flash interface, USB, or Ethernet connection. This self-contained operation requires no external computer connection and ensures utmost reliability and ease of use.

In addition, content can now be distributed to ChyTV units via ChyTV.net, Chyron's new web-based distribution system. Instead of uploading content from a PC directly to a ChyTV unit on a LAN, it is now possible to upload content to the ChyTV.net web site and then direct individual ChyTV units to the web site for content updates. Any changes or additions to the web site's content are automatically re-distributed to as many ChyTV units as you like all without fussing with firewalls or public IP addresses. ChyTV.net significantly simplifies large digital video signage network deployments.

About Chyron

With unwavering clarity of vision, Chyron continues to define and dominate the world of

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broadcast graphics. Winner of numerous awards, including two Emmys, Chyron has proven itself as the undisputed leader in the industry. The ChyTV product line leverages Chyron's broadcast expertise with video graphics devices for microcasting and digital displays. Chyron holds a patent on technology that enables the integration of live television graphics data with a broad range of interactive media platforms and consumer electronics devices. Chyron has a unique, 40-year history of service and support for its products that far exceeds that of most manufacturers. For more information about Chyron products and services, please visit the company web sites at www.chyron.com and www.chytv.com.

About Sports Media

Sports Media, Inc. offers media buying and planning services, and working for ad agencies as well as independent advertisers, placing advertising in stadium and arenas throughout the US. Sports Media positions itself as a full provider of sports marketing services with a strategic focus on fast and accurate information along with creative new ideas which show the industry how Sports Media products and services meet that need.

The overall objective of Sports Media is to make procuring advertising and sponsorship easier by putting a full staff of advertising executives to work for Venues and Advertisers in the USA and bringing new customers and revenue to both. For more information about Sports Media products and services, please visit the company website at www.sportsmedia.net and www.sportsmedia.tv.

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Sports Media Contact:
Dan Kosth
Sports Media Inc.
Tel: 309 755 6557
Dan@sportsmedia.net

Chyron Contact:
Jeff Cohen
Chyron Corporation
Tel: + 1 914 509 2626
jcohen@chyron.com

Product images upon request