

news release



New North, Inc.
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For Immediate Release

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2007 New North Summit will be Streamed Online

Online viewers will be able to participate in the event from remote locations

SHEBOYGAN, December 7, 2007 – In an effort to increase participation at this year's annual New North Summit, the New North has partnered with Madison-based Sonic Foundry®, Inc. (NASDAQ: SOFO) to stream the event live via the web.

Using Sonic Foundry's technology, business leaders around the state – and potentially even the world – will have the ability to participate in the event, follow along with speakers and presenters, and listen to audience members interact with organizers.

"We're excited to be able to offer non-conference goers a glimpse into the reports on the progress of our region," said Jerry Murphy, Executive Director of the New North, Inc. "By partnering with Sonic Foundry, we're able to tell our story, expand brand awareness, and potentially develop new relationships to grow the economy of Northeast Wisconsin."

Sonic Foundry's patented Mediasite® webcasting and content management system automates the capture, management, delivery, and search of multimedia presentations (combining audio, video, and accompanying graphics) for live or on-demand viewing.

To showcase the expert knowledge captured by Sonic Foundry customers, the company launched www.mediasite.com – the first searchable website that features thousands of publicly-available presentations given at major universities, corporations, and local, state, and federal agencies.

For more information on how you can watch the event online, please visit the New North website – www.thenewnorth.com – and follow the links to view the summit live online on December 15.

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About Sonic Foundry®, Inc.

Founded in 1991, Sonic Foundry (NASDAQ: SOFO) is a technology leader in the emerging rich media communications marketplace, providing enterprise solutions and services that link an information driven world. Sonic Foundry is named on Ziff Davis Media's Baseline Magazine's list of the top ten fastest-growing software companies with sales under \$150 million and named one of Deloitte's Technology Fast 500 companies. Voted Best Webcasting Platform and Best Webcasting Appliance in the Streaming Media Magazine Readers' Choice Awards, the company's solutions are trusted by education institutions, Fortune 500 companies and government agencies for a variety of critical communication needs. Sonic Foundry is changing the way organizations communicate via the Web and how people around the globe receive vital information needed for work, professional advancement, safety and education. Sonic Foundry is based in Madison, WI. For more information about Sonic Foundry, visit the company's website at www.sonicfoundry.com.

New North, Inc. is a regional collaboration effort focused on promoting regional cooperation and economic development in an 18-county region in Northeast Wisconsin. The 18 counties included in the New North are Outagamie, Winnebago, Calumet, Waupaca, Brown, Shawano, Oconto, Marinette, Door, Kewaunee, Sheboygan, Manitowoc, Fond du Lac, Green Lake, Marquette, Florence, Menominee, and Waushara. To find out more information about New North, Inc., please visit our website at www.thenewnorth.com.

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