



News Release
NAB2008 Booth SU12011

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**SOUTH DAKOTA PUBLIC BROADCASTING TAPS SEACHANGE FOR
SD/HD BROADCASTING AND TRANSITION TO TAPELESS**

Statewide Broadcaster Uses SeaChange as Foundation for Expanding Operations

ACTON, Mass. (Feb. 12, 2008) – SeaChange International (NASDAQ: SEAC) broadcast systems are delivering both high- and standard-definition programming at South Dakota Public Broadcasting (SDPB), while establishing a foundation for the statewide network’s future tapeless workflow. The scaleable nature of and history of reliability that it has enjoyed with SeaChange’s systems has allowed SDPB to remain a longtime customer as it has continued to expand its platform.

“Our experience of flawless performance with its systems drove SeaChange to the top of our list when we began our transition to HD,” said Mike Johnson, senior studio engineer, SDPB. “We’ve never experienced a hardware failure that has knocked us off the air since we’ve been using SeaChange. We turn it on and it runs, which is what equipment should do.”

“SeaChange’s reliability has also given us the confidence to start moving to an all-tapeless workflow,” added Tim Tilden, studio engineer, SDPB. “The technology has always performed and the service and support personnel have been consistently responsive and helpful.”

SDPB has been broadcasting two SD feeds using a SeaChange Broadcast MediaCluster and recently added a Broadcast MediaLibrary/MediaClient (BML/MCL) play-to-air platform to accommodate its HD signal. The backward-compatible design of the BML/MCL made it easy for SDPB to integrate the new platform with its existing MediaCluster. The entire system is driven in conjunction with a Sundance Automation system.

Deployed in over 100 television operations worldwide SeaChange’s MediaLibrary/MediaClient architecture has revolutionized broadcast operations economics and performance. The platform consists of MediaLibrary servers; MediaClient software codecs; and

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SeaChange and SDPB/page 2

best-of-breed third-party content prep tools, all of which enable television operators to store and exchange video files in a standard MXF format without losing any generation through the entire workflow.

More than 40 PBS affiliates nationwide are running SeaChange broadcast systems, representing one of the company's single-largest installed customer bases.

SeaChange's range of proven content storage, streaming and management solutions, including its latest Broadcast MediaLibrary/Broadcast MediaClient play-to-air storage system and SD/HD software codecs, will be on display during NAB2008 booth SU12011, April 14-17 in Las Vegas.

About SeaChange

SeaChange International is a leading provider of software applications, services and integrated solutions for Video-On-Demand (VOD), digital advertising, and content acquisition monetization and management. Its powerful open VOD and advertising software and scaleable hardware enable broadcasters, cable and telco operators to provide new on-demand services and to gain greater efficiencies in advertising and content delivery. With its Emmy Award-winning and patented technology, thousands of SeaChange deployments are helping broadband, broadcast and satellite television companies to streamline operations, expand services and increase revenues. Headquartered in Acton, Massachusetts, SeaChange has product development, support and sales offices around the world. Visit www.schange.com.

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