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## **GOTV NETWORKS RECEIVES CINE GOLDEN EAGLE AWARD FOR *MUST HAVE***



Sherman Oaks, CA - February 4, 2008 - GoTV Networks, the first and largest mobile entertainment network, announced today that *MUST HAVE*, the original series produced for mobile and broadband platforms has won a prestigious CINE Golden Eagle Award. The CINE Golden Eagle Awards, distinguishing excellence in professional, independent and student works, are recognized internationally as symbols of the highest production standards in filmmaking and videography. Since its founding in 1957, CINE has been dedicated to discovering, rewarding, educating, and supporting established and emerging talent in film and video. Among great talents whose first major awards included the CINE Golden Eagle Award are Steven Spielberg and Ron Howard, and such great documentarians as Ken Burns, Charles Guggenheim, Stanley Nelson, Albert Maysles and Frederick Wiseman.

"The *Must Have* series that our studio produced for Proctor & Gamble's *Being Girl* website is an example of our broadband to mobile production and technology capabilities and cross-platform distribution reach," said Daniel Tibbets, Executive Vice President and Studio Chief for GoTV Networks. "It's an honor to be nominated, and a privilege to win."

In the Fall 2007 competition, over 300 judges viewed and evaluated hundreds of distinguished entries. Experienced professionals in the field of film and video production, as well as subject matter experts, serve in a volunteer capacity. They judge the entries using standards of overall excellence, evaluating such criteria as storytelling, production value, artistry, the extent to which the film meets its stated goals and communicates with its intended audience, and overall excellence.

CINE conducts two competitions each year, and the current one began in August 2007. In addition to the Golden Eagle Awards, CINE has established two levels of competitive awards. The Special Jury Award recognizes the best films in the 27 CINE Golden Eagle categories. The CINE Masters Series Awards (for the Professional and Independent Division winners), and the CINE Award of Excellence (for the Student Division winner) recognize the best of the best in the CINE competitions. Prizes and awards worth over \$25,000 are associated with these awards.

GoTV has set the standard in professionally produced branded mobile/broadband entertainment. To date, GoTV has partnered with such iconic brands as Proctor & Gamble, Verizon Wireless and Boost Mobile to bring brand-specific made for mobile and cross platform programming to new media consumers. In original programming, GoTV continues to

define niche markets with its music channels. Altitude is the longest running, most established and influential original rock channel in the mobile space. ES Música is the first of its kind - culturally-specific mobile channel on major U.S. carriers. Hip Hop Official is your daily mobile source for hip-hop music and lifestyle. Collectively, all of the GoTV music channels cater to affinity groups and offer more than just music, they offer the lifestyle and culture.

The *Must Have* series can be currently viewed at:

[http://www.beinggirl.com/en\\_US/pages/funzone\\_watchthis\\_musthave.jsp](http://www.beinggirl.com/en_US/pages/funzone_watchthis_musthave.jsp)

### About GoTV Networks

GoTV Networks ([www.gotvnetworks.com](http://www.gotvnetworks.com) / [www.4gotv.com](http://www.4gotv.com)) is the first and largest mobile media network. GoTV produces content and develops technology for mobile and broadband platforms. GoTV's extensive carrier and online distribution, mobile technology experts and team of Emmy® award-winning producers deliver a wide array of original and 3rd party branded programming that connects consumers to what interests them the most across mobile and broadband platforms. GoTV's content library is accessible at multiple video websites, portals and via a broad range of wireless devices via monthly subscriptions through Alltel, AT&T, Boost Mobile, Helio, Sprint Nextel and Verizon Wireless. The company is headquartered in Sherman Oaks, California with regional sales offices in Seattle, Kansas City and Atlanta.