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GoTV NETWORKS LAUNCHES ES MÚSICA, THE HOTTEST LATIN MUSIC CHANNEL TO HIT MOBILE TELEVISION

Breathing New Life Into Mobile Television, GoTV Networks Caters To Growing Hispanic Demand

Sherman Oaks, Calif. – August 7, 2007 – GoTV Networks, the first and largest original mobile television provider announces today the launch of ES Música, the channel dedicated to bringing the freshest and most cutting-edge Latin music to the U.S. market.

ES Música is the first of its kind mobile channel on major U.S. carriers that will fill a demand that hasn't been met by other entertainment companies, featuring Latin pop, rock, hip-hop, reggaeton, and more. In addition, the channel will provide daily news, interviews, music videos, charts, behind the scenes footage, and live performances from some of today's biggest and brightest Latin artists.

The new channel will be lead by Executive producer, Gabriela Cocco, who has been an integral link between Latin music and culture and the Latin consumer for years. She's held positions with Universal Music Groups, EMI Latin and MTV Latin America. Cocco recently said, "I love the richness of Latin music and culture and I look forward to bringing a more eclectic representation of entertainment to the world of mobile television."

ES Música's upcoming shows will include features on Café Tacuba, Mala Rodriguez, Elvis Crespo, Volumen Cero, The Pinker Tones, and Pambo & Panda, just to name a few. And to

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celebrate ES Música's launch, GoTV Networks will host a concert featuring Malverde, Los Abandoned, DJ Eddie One, B-Side Players, Ness Bautista and other special guests at the famed Knitting Factory in Los Angeles! Tickets are on sale at [Ticketweb](#) and available for purchase on your mobile phone by texting GOTV to 467467. For more details on ES Música and the event, visit www.esmusica.tv.

About GoTV Networks

GoTV Networks (www.4gotv.com) is the first and largest made-for-mobile television network. GoTV's team of Emmy® award-winning producers and mobile technology experts produce a wide array of digital and licensed on-demand programming that connects consumers to what interests them the most. GoTV's channel offerings include music: *Hip Hop Official* and *Altitude*; sports: *Fantasy Sports Edge* and *College All Access*; and *GoTV Superchannel*, which combines a variety of news, entertainment and comedy. GoTV programming is accessible on a broad range of wireless devices via monthly subscription through Alltel, Cingular, the new AT&T, Verizon Wireless, Sprint Nextel, Helio, and Boost Mobile.

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