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GOTV NETWORKS AND GIBSON GUITAR LAUNCH THE ARTIST-MINDED *GIBSON GREEN ROOM*

Sherman Oaks, CA – November 13, 2007 – GoTV Networks, the first and largest mobile media network, announces today a partnership with famed guitar and accessories brand, Gibson. The partnership joins the iconic brand to the world of mobile entertainment through GoTV Music Group with a series featuring various musical artists and performances to air on the aptly titled *Gibson Green Room*.

The series is produced exclusively by GoTV and will be distributed across top tier mobile carriers through the Altitude channel in the U.S. (At&T Sprint, Alltel, etc.). First up in the Gibson Green Room weekly series are featured artists Cartel, Dropkick Murphys, The Thrills, Ferraby Lionheart and many more. In addition to the launch of Gibson Green Room, various promotional initiatives will be introduced. The series kicked off with a special episode exclusively covering the Vans Downtown Showdown, a skateboard competition taking place at Paramount Studios in Los Angeles with a simulated downtown New York theme.

“This partnership is a perfect merger. Being able to watch your favorite bands and discover new artists on mobile by partnering with such an iconic brand is just the beginning of our plans for 2008 with Gibson,” says Daniel Tibbets, Executive Vice President and Studio Chief for GoTV Networks.

“The Gibson Green Room will offer music enthusiasts a unique opportunity to experience their favorite artists through various mobile platforms,” said Henry Juskiewicz Chairman and CEO of Gibson Guitar. “We are always striving for new and innovative ways to interact with our consumers and GoTV’s *Gibson Green Room* gives us a perfect opportunity.”

Together, GoTV and Gibson are set to connect the mobile space with the general public to create the perfect musical amalgamation.

About GoTV Networks

GoTV Networks (<http://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, Altitude, ES Música, and Sony Front Row; sports: Fantasy Sports Edge and College All Access; as well as Univision Móvil 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, AT&T, Sprint Nextel, Boost Mobile and Verizon Wireless.

About Gibson Guitar

Gibson is known worldwide for producing classic models in every major style of fretted instrument, including acoustic and electric guitars, mandolins, and banjos. Gibson's HD.6X-PRO Digital Guitar and the Gibson Robot Guitar represents the biggest advance in electric guitar design in over 70 years. Founded in 1894 in Kalamazoo, Michigan, and headquartered in Nashville since 1984, Gibson Guitar Corp.'s family of brands now includes Epiphone, Dobro, Maestro, Kramer, Steinberger, Tobias, Echoplex, Electar, Flatiron, Gibson Baldwin Music Education, Slingerland, Valley Arts, Maestro, Oberheim, Sunshine Piano, Take Anywhere Technology, Baldwin, J&C Fischer, Chickering, Hamilton, and Wurlitzer. Visit Gibson's website at www.gibson.com or www.gibson.com/press.