



**FOR IMMEDIATE RELEASE:**

**GoTV Networks and *Revolver* Launch RevolverTV for Mobile in the U.S.**

*GoTV Networks Teams With Revolver, the World's Premier Hard-Rock Magazine, to Unleash RevolverTV on iPhone, Android, BlackBerry, Sprint, T-Mobile, AT&, and Verizon Wireless*

**Los Angeles, CA – April 29, 2010** – GoTV Networks, Inc., the industry's largest mobile media network, and *Revolver* magazine, the No. 1 hard-rock and heavy-metal destination in the world, have teamed up to launch the RevolverTV mobile channel.

Subscribers will get current music videos, artist interviews, live performances, exclusive access coverage of special events, Guitar World lessons, as well as behind-the-scenes looks into *Revolver*'s unparalleled photo shoots.

The partnership integrates *Revolver*'s ever-growing audience of readers, with a magazine circulation of over 150,000, and combines it with that of *Guitar World*, whose circulation is over 250,000. *Revolver* and *Guitar World* also pack a punch on-line, with over 1.2M unique users per month and over 4.5M page views. *Revolver* is also the official media partner of the Rockstar Energy Drink Mayhem Festival, which draws over half a million fans annually.

GoTV Networks has exclusive rights to distribute RevolverTV content across mobile platforms worldwide. The channel will be made available on all major U.S. carriers, and has already launched for Sprint, Verizon, the iPhone, Android and BlackBerry devices\*. RevolverTV joins the GoTV music channel line-up that includes Hip Hop Official, ES Música, and True Country, Univision Móvil and Sprint Exclusive Entertainment. GoTV products reach a potential audience of over 300M of handsets worldwide.

"RevolverTV is the perfect addition to GoTV's line-up of existing mobile music channels," says Daniel Tibbets, SVP & Studio Chief for GoTV Networks. "The new channel is an extension of the magazine's unique perspective, its impressive artist reach and coverage of the hard-rock genre. By extending the brand to mobile, RevolverTV taps into a loyal fan base that already responds very well to this new medium."

RevolverTV offers new episodes daily across the following channels sections within application:

- **Music Videos:** Currently featuring brand-new music videos from Deftones, the Devil Wears Prada, Slipknot and Alice in Chains.
- **Behind the Scenes:** Currently featuring celebrity interviews at *Revolver* headquarters and at all of its location shoots – featuring rock luminaries such as

Dave Grohl, Rob Halford, Ronnie James Dio, Lemmy, Atreyu, and Scott Ian with his wife Pearl at her Hottest Chicks in Metal photo shoot.

- **Revolver All-Access:** Currently featuring exclusive videos from ComicCon, MMA fighting, horror movies and video games.
- **Guitar World:** Currently featuring exclusive guitar lessons from Killswitch Engage, Nevermore, Every Time I Die and Papa Roach.
- **Revolver Live:** Currently featuring concert and special acoustic performances from the top bands in hard rock and heavy metal, like Five Finger Death Punch, Deftones, In This Moment, Drowning Pool and Lacuna Coil.
- **Special Events:** Currently featuring celebrity interviews at Revolver events like the Golden Gods Awards, NAMM, Mayhem Festival and Revolver's Paul Booth Tattoo Party, emceed by Mistress Juliya.

One of the channel's first exclusive features, RevolverTV offers backstage video clips from the 2<sup>nd</sup> Annual *Revolver* Golden Gods Awards--America's original hard-rock and heavy-metal music award show--which was held in April in Los Angeles, CA.

"As an editor and a rock journalist, whenever I've interviewed bands, reviewed shows, and written stories, there's always been an energy, a danger, a spark of the live experience that has been so hard to capture on the pages of the magazine." saysid Brandon Geist, Editor In Chief of Revolver Magazine. "We are extremely excited to unleash Revolver TV – the loudest rock app in the mobile space – and take our fans beyond the page and right with us onstage, into the studio, and behind the scenes, where they can share that adrenaline rush with us."

Additional information about RevolverTV is available at [www.revolvermag.com/revolvertv](http://www.revolvermag.com/revolvertv)

### **About Revolver:**

Revolver is the No. 1 hard-rock and heavy-metal destination in the world. In print for 10 years, the magazine takes readers into the studio, onto the stage, and behind the scenes, providing in-depth information, mind-blowing original photography, and hilarious insights they can't find anywhere else. The home of The Hottest Chicks in Metal, Revolver also covers horror movies, mixed martial arts, tattoos, action sports, and more. Every year *Revolver* throws the premiere U.S. hard-rock and metal awards show, the *Revolver* Golden Gods. Highlights of this year's show will be broadcast on VH1 Classic on May 22 and feature appearances by Ozzy Osbourne, Rob Halford, Dave Grohl, Slash, Lemmy Kilmister, Dave Mustaine, Alice Cooper, Marilyn Manson, Kat Von D, and many others. Revolver sponsors over 20 hard-rock tours each year, including the Rockstar Energy Drink Mayhem Festival. Its website ([www.revolvermag.com](http://www.revolvermag.com)) features exclusive interviews, music and video, photo shoot outtakes, and contests.

### **About GoTV Networks, Inc.**

GoTV Networks enables media owners and brands to deliver compelling, personalized, highly-engaged content experiences through feature-rich smart applications distributed

to the widest audience possible. This content is accessed through a broad range of mobile operators, application storefronts and wireless devices including the Apple iPhone Application Store, AT&T, Blackberry Application World, Boost Mobile, Cricket, the Google Android Market, Sprint, T-Mobile, Verizon Wireless, and Virgin Mobile. GoTV Networks is headquartered in Los Angeles. For additional information, please visit [www.gotvnetworks.com](http://www.gotvnetworks.com).

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*\*Product availability varies by handset model and mobile operator, for additional information on availability for a specific handset, please visit [www.gotvnetworks.com](http://www.gotvnetworks.com). Product pricing does not include data or txt charges. Users are strongly encouraged to reference mobile operator rate plans for pricing, usage limits and other information.*

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