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**GoTV NETWORKS' HIP-HOP CHANNEL AND GUERILLA UNION LAUNCH "GUERILLA UNION ON HIP HOP OFFICIAL" ACROSS MULTIPLE CARRIERS**  
*PROGRAMMING KICKS OFF WITH COVERAGE OF ROCK THE BELLS FESTIVAL IN NY*

**Sherman Oaks, Calif.** – JULY 24, 2007 – GoTV Networks, the first and largest mobile television provider, today announced a partnership with Guerilla Union, the producers of the critically acclaimed and world renowned ROCK THE BELLS and PAID DUES hip-hop festival tours. As part of the partnership, GoTV Networks' Hip Hop Official mobile television channel will now produce and feature Guerilla Union programming, including behind-the-scenes footage of all Guerilla Union events, as well as lifestyle features, artist highlights and performances.

"Guerilla Union and Hip Hop Official share a common goal," said Daylan Williams, executive producer of GoTV's Hip Hop Official channel. "We're both dedicated to bringing the best in hip-hop culture to our audiences. Guerilla Union is one of the most respected names in hip-hop and we look forward to integrating their content and creative concepts into Hip Hop Official."

"Partnering with GoTV's Hip Hop Official channel allows us to bring the Guerilla Union festival and tour experience to hip-hop fans everywhere," said Chang Weisberg, president and founder of Guerilla Union. "Guerilla Union is making a statement as well as history. This partnership allows us to extend the GU manifesto beyond live events and revolutionize how we communicate with our audiences on mobile."

"Guerilla Union on Hip Hop Official" will kick off in conjunction with the ROCK THE BELLS tour, featuring Rage Against the Machine, Wu-Tang Clan, Nas, and Public Enemy along with

respected artists like Cypress Hill, The Roots, Mos Def, EPMD, DOOM, and many more. Now, Hip Hop Official subscribers can stay connected to Guerilla Union events wherever they are.

"Guerilla Union is an amazing brand with a truly unique vision," commented Rachael McLean, vice president of GoTV's music group. "With their multi-platform approach to live concerts, festivals, online communities, talent and now mobile -- our partnership demonstrates how both brands are creating an innovative value proposition to enhance our audience experiences. This is just the beginning of the types of alliances GoTV hopes to achieve on behalf of our other music channels in the near future."

"Guerilla Union on Hip Hop Official" is available via monthly subscription across most major wireless networks. To get "Guerilla Union on Hip Hop Official," text GU to 44688 or visit [www.rockthebells.net](http://www.rockthebells.net).

### **About GoTV Networks**

GoTV Networks ([www.4gotv.com](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 AT&T, Verizon Wireless, Sprint Nextel, Alltel, Helio, and Boost Mobile.

### **About Guerilla Union**

Guerilla Union is a manic collective of like-minds committed to the advancement of art, music and culture. Guerilla Union's mission is to create experiential platforms, unique content & provide services that develop artists and their communities.

