



For Immediate Release

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TRUE COUNTRY GOES MOBILE AS GOTV NETWORKS LAUNCHES NEW MUSIC CHANNEL

True Country Extends GoTV's Wide Portfolio of Music Channels

Los Angeles, CA – December 17th, 2008 – GoTV Networks, Inc., the first and largest mobile media network, today announced the launch of its newest music channel, True Country. True Country is the only dedicated mobile channel for the country music market and its lifestyle. This addition expands GoTV's leadership in music magazine programming for mobile.



True Country brings the best in country music to your mobile phone*. Amazing live performances, behind the scenes interviews, new releases and breaking news are just the beginning for the new channel. By offering exclusive interviews, backstage access, live acoustic and in-concert performances, True Country caters to the country aficionado. Viewers will be given up-to-the-minute updates on the week's top new releases, chart toppers, noise makers and the week's

biggest country music news.

True Country joins the Company's successful line-up that currently includes: Rock On: Altitude (the longest running, most established and influential original rock channel in the mobile space), ES Música (the first of its kind mobile channel on major U.S. carriers that serves the dynamic market for Latin pop, rock, hip-hop and reggaeton), and Hip Hop Official (the premier source for Hip-Hop features, exclusive interviews and more).

"We created True Country to serve the demand for country music which has a wide demographic and dedicated following in the U.S. market" said Thomas Ellsworth, CEO of GoTV Networks. "Our music team worked diligently to research, program and launch True Country with the same style and quality seen in GoTV's music channel line-up that includes ES Música, Hip Hop Official and Rock On: Altitude. The overwhelming success of these music channels was instrumental in the launch of True Country."

True Country is currently available to iPhone users (through Apple's iPhone Application store), T-Mobile G1 users (Google Android) and Virgin Mobile subscribers with availability expanding soon to select US wireless carriers.

About True Country

True Country (www.gotvnetworks.com/TrueCountry.php) is the newest originally programmed music channel available from GoTV. True Country embodies all things country from the music, the style and the culture. Whether you're looking for artist interviews, red carpet access, new releases from your favorite artists, music videos or exclusive in-studio performances, True Country is the only place you need to visit to get a fix on all things country music. It's not just country, it's True Country!

About GoTV Networks

GoTV Networks (www.gotvnetworks.com) is the first and largest mobile media network. GoTV's studio (GoTV Productions) produces original and syndicates partner programming through the company's mobile and broadband technologies to the widest distribution network in the US. GoTV's content is accessible to mobile users in streaming and on-demand formats on a broad range of wireless devices through Alltel, Apple's iPhone Application Store, AT&T, Boost Mobile, Google (Android-powered G1), Sprint (including Nextel), T-Mobile, Verizon Wireless and Virgin Mobile. Online access is available from multiple video websites and portals. The company is headquartered in Los Angeles, California with regional offices in Seattle, Kansas City and Atlanta.

** Channel availability varies by carrier and handset model, for specific information refer to the GoTV Channel Finder at www.gotvnetworks.com.*

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