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GOTV NETWORKS ANNOUNCES MUSIC CHANNEL FOR HELIO

HIP HOP OFFICIAL, ES MÚSICA, AND ROCK: ON ALTITUDE AVAILABLE TO HELIO MEMBERS

Sherman Oaks, CA – March 25, 2008 – GoTV Networks, the first and largest mobile media network, announced today an agreement with Helio, to bring an integrated music product to Helio members.

GoTV will provide Helio with the best of its on-demand made-for-mobile music magazines including *Rock: On Altitude* and *Hip Hop Official*. Helio members will have access to the latest in music news, charts and tours, as well as clothing and lifestyle updates – all direct to their Helio devices. Also included is the recently launched *ES Música*, 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. *ES Música* features Latin pop, rock, hip-hop, reggaeton, and more, providing daily news, interviews, music videos, charts, behind-the-scenes footage, and live performances from some of today's biggest and brightest Latin artists.

GoTV's music content is always fresh and up-to-date. Programming segments are updated daily from GoTV's mobile media network studios in Sherman Oaks, California.

"GoTV is extremely pleased to bring our leading made-for-mobile music content to Helio members," said Thomas Ellsworth, CEO of GoTV Networks. "Our original programming really shines on Helio's exciting portfolio of innovative mobile devices." Ellsworth added.

"GoTV offers the most comprehensive suite of music related mobile content featuring all of today's hottest artists and serves as the cornerstone of Helio's Music Mix premium video offering," said Rob Gelick, Vice President of Media and Community Services of Helio LLC.

About GoTV Networks

GoTV Networks (www.gotvnetworks.com / www.4gotv.com) is the first and largest mobile media network. GoTV's extensive carrier and online distribution, mobile technology experts and team of Emmy® award-winning producers deliver a wide array of media programming that connects consumers to what interests them the most. GoTV's content offerings include

music: Hip Hop Official, Altitude, and ES Música; plus GoTV Superchannel and Univision Móvil, which combine a variety of news, entertainment and comedy. GoTV's content is accessible on a broad range of wireless devices via monthly subscription through wireless carriers.

About Helio

Helio (www.helio.com) is the mobile brand for the Internet generation. With advanced mobile services, exclusive, high-end, beautiful devices and smart pricing on a nationwide high-speed 3G network, Helio is built for consumers who have mobile at the center of their lives. Helio is a joint venture between SK Telecom, one of the world's most advanced wireless carriers, and EarthLink, the next generation Internet service provider.

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