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## **GOTV NETWORKS' ROCK CHANNEL, ALTITUDE, COVERS SXSW AND INVITES YOU TO A SHOWCASE OF ROCK**

Sherman Oaks, CA – March 3, 2008 – GoTV Networks, the first and largest mobile media network, announces that its original rock music channel, Altitude, will cover the SXSW festival in Austin, and sponsor a showcase with cutting-edge booking agency **TKO**. Since SXSW is one of the largest and most desirable gatherings of entertainment with both industry and consumer attendees, it is a perfect fit for the new face of Altitude to be revealed – alongside the music and musicians who make the channel.

The blend of artists on the bill for the showcase is an eclectic one. From established acts like **Helmet**, **Good With Grenades** and **Authority Zero** to aspiring bands such as **The Ringers**, **Run Run Run** and **Freshwater Collins**, the showcase is must see. And where does Altitude fit into the showcase? Altitude will be filming inside and around the showcase for an in-depth perspective of the bands on the bill, attendees and their opinions, as well as performance footage that will be exclusive to Altitude, and to Altitude subscribers.

“Just being a part of SXSW is an accomplishment for GoTV and Altitude,” said Daniel Tibbets, Executive Vice President and Studio Chief of GoTV Networks. “Having covered the festival in the past has been a great starting point for Altitude, and this is the next step in the growth of the channel.”

“We are pleased to be a part of SXSW,” said Thomas Ellsworth, CEO of GoTV Networks. “Our participation broadens the already diverse programming and allows exclusive inside looks into on-location events such as SXSW.”

Thursday, March 13, 2008  
Red 7 | 611 East 7<sup>th</sup> Street | Austin, TX  
Doors @ 11:00am | Show @ 11:30am  
Indoor/Outdoor Stages | Drink Specials  
[www.myaltitude.tv](http://www.myaltitude.tv)

### About Altitude

Altitude is the longest running, most established and influential original rock channel in the mobile space. Creating a multi-platform experience for users, Altitude brings everything from music, pop culture, style and more, directly to mobile subscribers. Each dedicated show is an

originally produced and programmed slice of what's new, from what upcoming artists to watch, to live performances, interviews, and more...straight to your phone. Music. Culture. Altitude.

### About GoTV Networks

GoTV Networks ([www.gotvnetworks.com](http://www.gotvnetworks.com) / [www.4gotv.com](http://www.4gotv.com)) is the first and largest mobile media network. GoTV produces content and develops enabling technologies that support content distribution and syndication across mobile and broadband platforms. GoTV's extensive carrier and online distribution, mobile technology experts and team of Emmy<sup>®</sup> award-winning producers deliver a wide array of original and 3rd party branded programming that connects consumers to what interests them the most across mobile and broadband platforms. GoTV's content library is accessible at multiple video websites, portals and via a broad range of wireless devices via monthly subscriptions through Alltel, AT&T, Boost Mobile, Helio, Sprint Nextel and Verizon Wireless. The company is headquartered in Sherman Oaks, California with regional sales offices in Seattle, Kansas City and Atlanta.