



PRESS RELEASE

Expway's Mobile TV application for Bouygues Telecom iPhone™ available on App Store

Paris, July 13th 2009 - Expway's iPhone™ mobile TV application for Bouygues Telecom has been certified by Apple. The compelling application is now distributed through Apple's App Store.

"After a tough process of selection and a challenging timing, we greatly welcome the launch of the application by Bouygues Telecom", said Nicolas Andrieu, Vice President worldwide Sales for Expway. "We also appreciated the professional and enthusiastic team work during the past weeks to make the application run perfectly with the Bouygues Telecom existing video platform, and thus delivering the best-in-class video experience."

Leveraging on its unique expertise together with the numerous deployments of Broadcast mobile TV & Video achieved globally, Expway has adapted its software solutions to the 3G constraints and technical challenges. The new Mobile Video solution enables mobile operators and content aggregators to offer a distinctive Mobile TV experience to viewers on different platforms and operating systems including the iPhone™ and Android™. The solution provides all the functionalities of Mobile TV such as access to Live TV through the embedded or through an external video player, an Electronic Program Guide, some interactivity, advertising and audience measurement. All those features are easy to access with the most instinctive and seamless way thanks to the compelling iPhone™ and Android™ devices.

Apart from Bouygues Telecom, the solution is currently implemented with a major European content aggregator (to be announced soon) and also tested by one operator in Europe, and under evaluation with a leading operator in Asia with some additional features in terms of user experience and navigation.

About EXPWAY

Expway is the worldwide leader in Mobile TV and Mobile Video Data solutions for broadcast, telecom and satellite networks. Expway solutions allow operators and broadcasters to deliver compelling video services to their audience such as Live and Interactive Mobile TV, Mobile TV Advertisements, Video-on-Demand or Datacasting applications. Expway has established its recognized technological leadership through its ongoing involvement in Mobile DTV standardization and focus on innovation. Expway's solutions offer new opportunities for users to interact and play with their favorite content and discover additional, related information. For more information, please visit <http://www.expway.com>