



FOR IMMEDIATE RELEASE

July 30, 2010

EXPWAY Partners with DTV Innovations in North America

Signed Distribution Agreement with DTV Innovations Strengthens EXPWAY's Presence in North America and Provides Powerful Bundle for Mobile DTV.

PARIS, FRANCE. PALATINE, ILLINOIS – EXPWAY, the leading Electronic Service Guide^(*) (ESG) vendor and middleware provider for ATSC-M/H Mobile and DTV Innovations, the leading PSIP^(*) Electronic Program Guide provider in the U.S. and North American market announced today that they have signed a Distribution/Service Agreement.

EXPWAY is the world leader in interactive mobile DTV solutions, providing services to millions of viewers by offering a wide range of mobile applications. With EXPWAY's FastESG™ solution, Broadcasters can provide a feature-packed ESG to their viewers and also generate revenue with their Mobile DTV by transmitting banner and interstitial advertising, voting and polling, interactivity, large VoD catalogs, RSS feeds, etc.

The ATSC PSIP information has been mandated by the FCC as part of the digital broadcasting signal. DTV Innovations is one of the leading PSIP vendors in this market and their customers are leading networks such as NBC Universal, FOX Television and Univision. As these networks migrate to the ATSC-MH, Expway's FastESG™ product family will be a welcomed addition to DTV Innovation's portfolio.

"DTV Innovation has a great reputation in the broadcast industry to be the best provider of PSIP software. We also appreciate that they prioritize responsiveness and good support for on their products towards their customers. They were an obvious choice for EXPWAY to join forces with." said Claude Seyrat, VP of Marketing and Strategy at EXPWAY.

"For us, promoting and marketing EXPWAY's ESG separately, or in conjunction with our PSIP Software will strengthen our overall product offering and give our customers in North America access to best-in-class technology, service and support. We look forward to a long-term collaboration that benefits both our companies," commented Chris Knechtel, President of DTV Innovations.

As a result of this partnership, DTV Innovations will provide business development, sales, and technical support for EXPWAY's FastESG™ solution, accelerating the award-winning product's entry into the U.S. market.

###

Company description:

EXPWAY (<http://www.expway.com>) is the world leader in Interactive Mobile DTV Solutions for broadcasters, telecom operators and device manufacturers. Its products have been adopted in more than 15+ commercial deployments in the US, Europe, Japan and Asia. With EXPWAY's FastESG™ solution, Mobile DTV is much more than just a Tiny TV. EXPWAY's strong mission is to provide its customers with the best tools to generate more revenue and therefore be able to reduce churn.

DTV Innovations (<http://www.DTVInnovations.com>) is committed to the development of new advancements in digital broadcasting in response to the rapidly changing pace at which technology impacts the needs of television broadcasters. DTV offers true end-to-end solutions from design, implementation to support and after sales service. Its products are used exclusively by several of major Owned and Operated broadcast groups in the U.S. DTV Innovations products provide cost effective solutions for both the high power and low power TV broadcast markets.

Definitions:

(*) **PSIP a.k.a Program and System Information Protocol** is a mandatory protocol in the U.S., used in the ATSC digital television system for carrying metadata (program name, etc.). If broadcasters do not include properly encoded PSIP data in their digital signals, receivers may not correctly identify and tune to the station. PSIP holds the info about current programming, i.e. what is on 'now'.

(*) **ESG a.k.a. Electronic Service Guide** is a digital guide to scheduled broadcast television and the place where broadcasters can provide more: when PSIP data provides only info about the 'now', ESG also carries info about the 'next' programming - and even the tomorrow's data. More importantly, the ESG also carries all the banners, voting and polling features, games and quizzes, Video On Demand catalogs. It is in incremental role when a broadcaster wants to do business out of their Mobile DTV, would it be pay or free-to-air TV.

Contacts:

EXPWAY:

Ulla Saari

Tel: (703) 673-1156

email: press@expway.com

DTV Innovations:

Andrew Lask

Tel: (847) 919-3550

email: alask@dtvinnovations.com