

PRESS RELEASE

HorseTV Chooses TodoCast Live Content & Pay-Per-View Platform

SAN JUAN CAPISTRANO, Calif., April 16th, 2009: TodoCast, the affordable portable live satellite web-broadcasting system announces an exclusive agreement with HorseTV. The network, which serves a growing worldwide audience with content that is "everything horse," has signed an agreement with TodoCast to provide the technology platform for HorseTV's live event programming and pay-per-view events.

Horse TV is the only multi-media broadcast network dedicated to the equestrian enthusiast worldwide. It serves virtually all disciplines of equine sport with live content, live symposiums, live training seminars, webinars and archived programming. "The TodoCast system is the total package. It provides us with a content delivery and revenue generation system all from one technology provider," said Bernard Uechtritz, Horse TV Executive Chairman. "Only TodoCast provides the revolutionary low-cost mobile satellite technology and seamless pay-per-view and sponsorship engine with excellent back end support that we depend on. The turn-key system allows us to generate multiple revenue streams while efficiently producing our live on-location events."

Horse TV has announced future plans to strategically deploy multiple TodoCast satellite broadcast kits across various regions of the country. This move will enable them to deliver live programming from multiple events and locations nationwide simultaneously across the web. Recently, with two specially designed and customized multiple encoders, Horse TV broadcast a world class \$75,000 Grand Prix from Wellington and a six-week long live event from Ocala, both in Florida, using the TodoCast systems. The HITS Ocala hunter/jumper horse show circuit featured 1,500 competitors and 3,000 horses from February 3rd through March 15th. The production included live streaming coverage of show jumping action in twelve separate show rings and grad prix events.

Among others, the next scheduled Horse TV production will feature a delayed broadcast of the Live Oak International carriage driving competition from Ocala, Florida. Available on www.horsetv.com this premiere event acts as a selection trial for the World Cup in Europe and will lead up to the world equestrian games in 2010. Horse TV covered the event with nine cameras, as well as a full sports casting compliment along with multiple interviews and will soon offer a delayed live 3 hour show allowing

viewers to choose both individual or multiple events within the broadcast via the TodoCast pay-per-view engine.

About TodoCast

TodoCast is the new system of choice for professional videographers, event producers and organizations. The revolutionary TodoCast kit is the first affordable lightweight satellite dish assembly that mounts to virtually any SUV, pick-up, van, trailer and some cars in just minutes. The TodoCast Content Distribution Network is also vertically integrated to provide TodoCast partners a pay-per-view and advertising engine that enables them to promote and stream live events while generating revenue through paid viewers or advertising revenue. To learn more about TodoCast, visit www.todocast.tv.