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PRESS RELEASE

Sports Dominate TodoCast.tv Live Streaming Shows

SAN JUAN CAPISTRANO, Calif., December 10th, 2009: TodoCast.tv, the open access online video platform for live and archived video content announced today that they received a surge in sports programming over the last three months. Their open access platform for professional producers attracted a wide breadth of programming that ranged from national brand sponsored events to local high school playoffs.

"This was our busiest season yet and live sports programming drove it," said Bryan Hill, TodoCast.tv Chief Executive Officer. "Our national producer network really tapped into the sporting event vertical and delivered professional grade live streaming video events to the world for the first time with online video quality like they have never seen before. Our model of being able to deliver network quality live productions to the public at a fraction of the cost was once again proven this fall."

A selection of the sporting events streamed live online via TodoCast.tv included:

LOWE'S RACING PRESENTS JIMMIE JOHNSON IN JIMMIE JAM PHOENIX

Lowe's Racing provided their NASCAR fans a FREE ticket to this exclusive invitation only web-broadcast event on the eve of the now four time Sprint Cup NASCAR champion's race at the Phoenix International Raceway. Viewers were treated to a night of interviews with Jimmie Johnson and music from Sister Hazel live via the TodoCast.tv satellite streaming video system.

This event was the second Jimmie Jam sponsored by Lowe's Racing this year and produced live via TodoCast.tv. The first event was on the eve of the Pep Boys Auto 500 at the Atlanta Motor Speedway race on September 4th and featured country music artist Edwin McCain best known for his top-10 hit "I'll Be," and the Diane Warren-penned top 40 hit "I Could Not Ask for More".

CROSSFIT PRESENTS DR. SEARS LIVE

In a first time event for CrossFit, TodoCast.tv delivered a live internet stream of Dr. Barry Sears, creator of The Zone Diet, presenting his renowned lecture on the anti-inflammatory aspects of The Zone Diet and

how it relates to enhancing your physical performance. With a precisely balanced diet, smart training and the right amount of essential fatty acids, Dr. Sears explained how athletes can improve reaction time, reduce body fat and inflammation, and improve moods - all leading to a higher level of performance.

CrossFit is the principal strength and conditioning program for many police academies and tactical operations teams, military special operations units, champion martial artists, and hundreds of other elite and professional athletes worldwide. The CrossFit program is designed for universal scalability making it the perfect application for any committed individual regardless of experience. CrossFit has used the same routines for elderly individuals with heart disease and cage fighters one month out from televised bouts.

UNITED STATES DISC GOLF CHAMPIONSHIPS

The 2009 United States Disc Golf Championship, at Winthrop University in South Carolina, was web-broadcast live October 7-10. The production, which ran approximately six hours on each of the four days, was the first for the sport and was viewed by fans in 46 nations.

“With the satellite uplink support from Todocast.tv and the incredible production expertise of TodoCast.tv producer EPlanet Media, this project far exceeded our expectations,” says John G. Duesler Jr, PDGA director of marketing and communications and executive producer for the broadcast. “The first time you do anything is always a learning experience, and there were certainly some hiccups during our over 22 hours of broadcasting. Yet our global disc-golf community flooded our messaging systems with overwhelming support and praise for the show. Now they want more.”

The disc-golf broadcast used six JVC GY-HD 110 cameras connected via CAT-5e cable to seven locations throughout the course and one studio setup. Cameras provided both video and audio feeds to the production trailer. The trailer was outfitted with two NewTek TriCaster Studio six-camera switchers, a Mackie pro audio mixer, Kulabyte Xstream Flash encoder, Telex wireless intercom system, Digital Rapids StreamZ encoder, and series of wireless transmission devices that allowed the trailer to accept radio-frequency audio feeds over the challenging topography.

BERMUDA INTERNATIONAL BEACH TENNIS TOURNAMENT

On September 12 the Bermuda International Beach Tennis Tournament was web-broadcast live via TodoCast.tv from Horseshoe Bay Beach for eight hours. The live tournament was provided by Crimson Multimedia/Bermuda Sports Network.

This fast growing sport melds the worlds of tennis and beach volleyball together for an exciting new sport. Played on a regulation beach volleyball court, players use beach tennis paddles to hit a slightly depressurized tennis ball directly over the net without letting it bounce (like it would bounce anyway when it hits the sand). Unlike volleyball, only one hit per team is allowed. Your team scores a point each time your opponents hit the ball outside the lines or let it hit the sand.

\$50,000 LOS ANGELES NATIONAL GRAND PRIX

Held at the premier showgrounds in Los Angeles, the \$50,000 Los Angeles National Grand Prix was web-broadcast live on November 24th as a pay-per-view event. In addition to being the final competition for riders to accrue points towards American Grand Prix Association and PCHA Horse and Rider of the Year Titles, it is a World Cup Qualifying event. The field of competitors was filled with top riders trying to put their names in the record books and earn a chance to represent their country at the 2010 World Cup in Las Vegas next April. The event was produced by San Diego based TodoCast.tv producer Show Jumping Unplugged TV.

THE ALABAMA INDEPENDENT SCHOOL ASSOCIATION ALL-STAR FOOTBALL GAME

Live from the Stanley-Jensen stadium in Prattville, Alabama on December 3rd, TodoCast.tv producer Performa Technologies provided coverage of this “best of the best” football game. The live streaming web-broadcast was offered as a pay-per-view event for \$9.95. The event brought together the best athletes in the conference from 41 high schools.

THE ROYAL AGRICULTURAL WINTER FAIR

Since its inception in November, 1922, The Royal Agricultural Winter Fair has become the world's largest indoor agricultural and international equestrian competition. The Royal draws more than 300,000 visitors to Toronto annually to see thousands of unique entries from elite Canadian and International breeders, growers and exhibitors, over 4,500 large and small animals, shows, activities, shopping, dining and, of course, The Royal Horse Show.

Beginning November 6th over 9,000 viewers from 35 countries around the world tuned into TodoCast.tv for an average of over 6 hours to watch this annually historic event. Over the nine days of live streaming coverage, viewers enjoyed a wide variety of equestrian sports including jumping, driving, draft teams, rodeo, reigning, dressage and even Welsh Pony driving.

About TodoCast.tv

TodoCast.tv is the new open access online video system of choice for professional videographers, event producers and enthusiast communities who want to web-broadcast their events and productions. Content featured on the platform is mostly supported by a national network of producers who use the revolutionary TodoCast.tv satellite kit and its backend viewer management services. It's the first affordable (Starting under \$35,000) lightweight satellite dish assembly that mounts to virtually any SUV, pick-up, van, trailer and some cars in just minutes. The TodoCast.tv Content Distribution Network is also vertically integrated to provide TodoCast.tv producers 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.tv, visit www.todocast.tv.