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PRESS RELEASE

Largest Equestrian Event Producer Signs With TodoCast Network

SAN JUAN CAPISTRANO, Calif., June 24th, 2009: TodoCast, the affordable portable live satellite web-broadcasting system has added Show Jumping Unplugged as a new network partner. Headquartered in the heart of the West Coast hunter jumper scene, Show Jumping Unplugged produces over thirty sanctioned equestrian events a year around the world and currently broadcasts a weekly show to over twelve million homes from their Rancho Santa Fe, California studios.

“TodoCast is the complete, high quality, live internet broadcasting system that we have been searching for,” said Paul Peterson, Show Jumping Unplugged President. “They’re the only company that can provide the lightweight satellite dish hardware, satellite time, online development tools, interactive chat function, pay-per-view engine, and sponsored skins on our own Show Jumping Unplugged TodoCast.tv channel all under one umbrella.”

Show Jumping Unplugged uses four to eight cameras to deliver a professional sports program on par with major network productions complete with commentators, interviews and background stories on the riders, horses and owners at events in six different countries over the next year. TodoCast now gives them the solution allowing their productions to truly reach the worldwide audience that is attracted by this sport.

About TodoCast

TodoCast is the new system of choice for professional videographers, event producers and organizations. At under \$30,000, 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.