



Angela D'Costa  
[a.dcosta@goltv.tv](mailto:a.dcosta@goltv.tv)  
T: 305.866.4944  
C: 305.491.1047

## **Go!TV Takes Its Brand to the Next Level**

### ***Go!TV Gets a Makeover with Dynamic Brand Redesign***

**NY – May, 16 2007 – Go!TV Upfronts** – Today Go!TV announced the launch of a new branding for the 24/7 soccer network. The new branding and on-air redesign further enhances Go!TV's dynamic programming and delivers on their promise to provide engaging content for viewers.

Go!TV accomplishes this by utilizing dynamic and eye-catching on-screen graphics that show the faces of the channel's real stars: Ronaldinho, Raul and Pavel Pardo, and other top players in the Spanish and German Leagues. The look and feel of Go!TV is now much more artistic, more colorful, and more dynamic, with compelling graphics and stirring music.

"In today's cluttered television marketplace, it is increasingly important for networks to define their look in order to maximize the value to consumers and engage them. Our new enhanced on air look builds more of a visible flavor into our on-air presence with a sense of 3D or depth that allows you to feel transported into the screen. We have modified all of our on-air components, bumpers, promos, on screen graphics and more, to make them more crisp, alive and eye popping in blue and orange hues," states Lombello (see video sample attached).

Go!TV's logo has changed as well. The new branding utilizes the established and recognizable brand mark of the **"ball and arch"** and creates a greater emphasis on the word mark, Go!TV. This adjustment to the logo is made with the intention to communicate a clear linkage between the brand mark and the word mark. This new branding ties the imagery and highly-recognizable network name of Go!TV together, clearly and cleanly, allowing consumers the ability to readily identify and associate with the brand.

#### **About Go!TV**

Go!TV, the All Soccer Network, is where soccer lives in the US 24/7 all 365 days of the year. Delivering more than 1,000 unique matches each year from around the world, Go!TV offers the most live soccer with exclusive rights to games for some of the best leagues in the world including Spain, Germany, Colombia, El Salvador, Guatemala, Honduras, and Uruguay. Go!TV also offers its viewers superiorly produced proprietary shows including Go!PREMIUM, American Soccer Powered by Navy, "Ole, La Liga", Hallo Bundesliga, 45/45, Mexico Lindo y Futbol, Go!TV News, Arsenal TV, Liverpool TV and Futbol Mundial; as well as key friendlies and tournaments from around the world.



###